

# Creating Success

## 9 Important Tips For Creating Success

### **ATTITUDE**

As Henry Ford once said, "If you think you can or think you can't, you're probably right". Having the right attitude is your first step to success.

### **QUALITY**

Be fanatical about quality – do it better. Marketing is all about perception. What is the perception your marketing materials / office / vehicles are producing?

### **PROMOTION**

Buyers must be motivated to buy. Remember to promote the benefits – not the features.

### **DISTRIBUTION**

Make it easy for your customer; don't make them work for it. Your product or service should be easy to access, return or reorder.

### **MARKETING**

When you are communicating to your target audience the essential message is WIIFM (What's In It For Me). That is the question all prospects want you to answer.

### **UNIQUENESS**

Your USP (unique selling proposition) is the thing that sets you apart from your competitors. Creating a unique experience for your customer is the first vital step in ensuring a meaningful point of difference.

### **PRICE**

Only 9% of people are purely price sensitive. Build value into your product or service and sell at a fair price. Price is only a barrier if you give your prospect nothing else to consider.

### **VALUE ADDING**

Value adding is a powerful way to increase customer loyalty and generate positive word of mouth referrals. Look at where you can add unexpected value to your clients.

### **FOLLOW UP**

Traditional the weakest area of any businesses sales process is the follow up. If you are not actively following up with your prospects you are missing out on business.

At BSN we have a great range of products and programs especially designed to assist people to create the success they desire. We help you accelerate your progress by increase your profitability, create a sense of freedom and allowing you to fulfill your untapped potential.