



*Enhanced*Images

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Don't Forget to Sell!

Many Business Owners forget that it is important to sell.

Lenny Rosen

Enhanced Images, Inc

Unfortunately, most new companies go out of business the first year. Of course, the most common reason is under capitalization. Another very common reason is that the people running the company either doesn't know how to sell or they neglect to sell in the first place.

Remember the cliché, "Nothing happens until something is sold." This cliché has a real basis in fact. Revenue doesn't come until something is sold and companies need revenue to exist. If you are running a company and are hesitant to sell because you think that selling is a demeaning task and high pressure, you have to change your thinking. Selling in a professional manner is neither demeaning nor high pressure. It is simply educating your customer about what your company stands for and your product's features and benefits. This will allow your customer to make an educated choice whether or not to make the purchase.

Study professional sales techniques either from a professional sales person you know or from a book on the subject. The time you spend learning how to sell professionally will be well worth the investment.❖

Cheap verses Value

A cheap image does not create customer loyalty

Lenny Rosen

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Let's face it, not every company can be a Wal-Mart. In fact if you try to compete with Wal-Mart, or any other large chain, on their level, you are bound to failure.

It is better to create a different kind of company image that will appeal to customers in a different way. Being a company with the lowest prices on the street does not generally gain you customer loyalty. On the contrary, customers looking for cheap will go to the cheapest supplier they find. They will search out the cheapest price each and every time they shop. If your company is the cheapest this time, some other company will beat your price the next time and you will lose the customer.

Most companies will fail without regular customers who buy from their business time and time again. These regular patrons generally are not "Cheap seekers". They look for quality, service and value. Just because it is cheap doesn't necessarily mean that it is a good value. In fact "Cheap" generally indicates poor value.

Let's face it, if a cheap price was everything, we would all be driving Yugos, the cheapest car on the street. Instead, people joke about Yugo automobiles.

Branding your company as high quality, excellent service and excellent value will help you develop a loyal customer base and separate your company from the Wal-Mart and K-Mart image. ❖

Let Enhance Images Help You Enhance Your Company's image