My Proven Marketing STRATEGIES

How To Get More Clients, Customers, Win More Business And Grow Your Business

THE ULTIMATE

MARKETING GUIDE



Titus Mirieri

The Kenyan Business Mind

My Proven Marketing Strategies

How To Get More Clients, Customers, Win More Business And Grow Your Business

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Imagine a Flood of New and Old Clients and Customers, Who Know Who You Are and Want to Do Business with You!

In this eBook, i will teach you how to use the power of mind to create lifetime customers, leverage the marketing power of the internet & mobile technology to get new customers and clients, have them spend more money, & keep them buying forever.

Anyone can start a business but the tricky part is finding customers. This eBook will show you how.

Imagine easily getting a new affluent customer and having them gladly pay you day after day, month after month.

Now imagine your current and past customers frequently sending you their friends and family members to become your new clients.

If getting and keeping new customers are the biggest problems in your business, >>> solving that problem <<< has never been easier!

Whether your dream is profiting from your sales, selling high priced products, creating predictable monthly revenue, or learning the secrets to keep customers buying from you for decades, this eBook is your blueprint.

Read it to the end and watch your business quickly go through a period of rapid, transformational growth.

Everything you desire can be yours, you simply have to take this first step. Reading this eBook today!

About the Writer



Dear friend, brother, sister, father or mother, this is Mr.Titus Mirieri. Am a businessman and i love entrepreneurship so much.

After spending almost all my adult life in the business world, I can't stop being ANGRY that I live in a generation where school brainwashes everyone about job.

Apart from being a businessman, i have a mission in my life. To train one million Kenyans how to be successful business owners. I think it is STUPID of us as adults, at this terrible time, to continue teaching our children and youths how to be employees.

My goal is to liberate Kenyans from poverty. But i alone cannot do it. I need you to be part of this vision.

I started my first business before i was 15. If You Want to Learn My Secrets then read this eBook and more of my business training eBooks and i will see you at the top.

Once you have finished reading this eBook, I have no doubt that you will have learned a great deal on how to get more clients or customers for your business. Never chase clients again. Let’s get started!

So what are my Proven Marketing Tactics? Read this eBook and you will find out.

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Chapter 1

Get Ready for a HUGE Boost to Your Business



Can you *really* create lifetime customers or clients for your business?

Absolutely.

Of course you must treat customers fairly (and solve a huge problem that people are actively seeking a solution for), but creating lifetime customers can be easier than you think. And with Internet-enabled mobile technology powering our connections and social interactions, you can acquire customers *faster than at any other point in history.*

Whether you're a veteran entrepreneur or a rookie just starting out with digital marketing, you should have three major goals for your business:

- Get a flood of new customers
- Increase each customer's average order size
- Make customers buy more frequently

That's it. Simple, right?

All marketing and business success boils down to these three goals, and this ebook has been crafted and designed with care to help you accomplish these goals quickly and easily!

What is marketing?

If there is any term or concept any business owner (or potential business owner) should understand deeply, then, that`s **marketing.**

Marketing is the blood of any business (or any organization or association) because it`s through marketing any business, organization, or even political party convinces the general public (customers) to patronize its offers or embrace its ideology.

So, what is marketing?

Marketing is the process of identifying consumers` needs, creating products/services to meet those needs and communicating effectively with the target market in order to sell the products or services at profit

The above definition is by no means academic. I expressed it above in a simple term, so as to let my fellow Kenyan entrepreneurs understand what marketing is.

If you need a "formal" definition of marketing, then, here you have some of them:

"Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably"… **The Chartered Institute of Marketing**

"Marketing is communicating the value of a product or service to customers, for the purpose of selling that product or service" **Wikipedia**

Without wasting more time on definitions, permit me to explain in simple language what marketing is.

Whenever anyone gets a **business idea**, he/she will have to do three important things.

First, identify the kind of people who may fall in love with his/her product or service. This step is very important because there is no product/service that can get everybody excited… some people will not just love what you`re selling or doing.

Second, create such product/service in exact way as your target market will love.

Third, promote your product/service to your market whether through advertising, word-of-mouth or sample giving.

Now let me emphasis that many experts try to define marketing by excluding the first two steps (i.e., Wikipedia above). I will not want to agree this is right. The reason is because if you fail to identify your target market, how do you want to know what kind of product, package, distribution, etc. that will be appropriate for them?

If you don`t know this, how do you want to create your product or service in such a way as your customers will admire.

In fact, there is no way you can effectively advertise or promote your idea if you don`t have a deep understanding of who you`re promoting to. The reason is simple. Advert that will work for people in the North Eastern may not work for people at Coast

Promotion that will succeed in South Africa may fail in Kenya… that`s the reason why I am of the opinion that marketing starts even before a product or service gets to the market.

Listen to what the management guru, Peter Drucker has to say, “The aim of marketing is to know and understand the customer so well that your product or service fits him/her and sells itself”

Now you see, the first process in your marketing effort is to identify and understand (very deeply) who your customers are. If this stage is carried out with all diligence, the other two steps (creating product/service and promoting it) will be lot easier.

Let me also share with you what marketing genius, **Seth Godin** has to say about marketing…

"Marketing is a contest for people's attention"

Whenever you walk out and see billboards, whenever you sit down and watch television, whenever you pick up a newspaper to read, you`ll find a whole lot of advertising. These advertising are from companies, organizations, political parties, etc. What are they doing? Contesting for your attention. That`s marketing.

Since your product/service is going to a market where there are tens (or hundreds) other similar products/services, getting people's attention is very important.

5 secrets of great marketing

1. Great marketing is directed at *specific*

You want to create a product, service, political organization etc. that **everybody** will love? Go and sleep, maybe you`ll have a dream of what that could look like.

I read a book written by Frank Kern (titled **Convert**…). Kern writes about how he released some "offensive" advertisement. Why offensive?

Well, offensive to people who are out of his target market. While trying to sell your product/service, there will be this temptation to structure your promotion in such a way as to appeal to everybody. Great marketing don't do that.

Identify who and who are your target market and structure your business and marketing appropriately.

2. Great marketing promotes wants not needs.

I learned this lesson in a little hard way. I once wasted about nine months of my life trying to sell my service to certain group of people who "need" it.

Maybe you don`t know, people don`t buy what they need. They buy what they want or what they **must.** Insurance industry is selling what people need to buy, hospital is selling what people must buy. You can see why one industry is struggling and the other is prospering.

People in fashion business understand this principle. That`s why you see that 90% of fashion business is directed at ladies/women. Men buy clothes when they need them, ladies buy clothes because they want them. If you understand this, you will structure your marketing in order to meet people`s wants, not needs.

I hope you are getting me. Let's go to the next point.

3. Great marketing doesn't sell product/service, it sells solution.

Who cares about what you`re selling? Only you and your mum. What people care about is the solution to their problems or wants. Your marketing messages must "talk" more about how your target customer gets his wants met by buying your product and not about you or your organization.

Most adverts talk much about the organisation and how they are better than their competitors. They talk little about the goodness of their product or service. This is very wrong. Talk more about the product or service not about your business.

4. Great marketing communicates to emotion, not reasoning.

Do you remember what our psychology teacher taught us? Human beings take decisions with their emotion and then justify with their brain.

The meaning of this is that, most people will not patronize your business (even if it`s the best in the country), if it`s not appealing to them emotionally.

Yes, most men will not approach the best lady in town (no matter what your own definition of best is) if she`s not physically attractive (if you`re a lady, be warned, revealing clothes isn`t what I mean here).

Most people will not be attracted to your marketing, if it's not emotional appealing.

5. Great marketing promotes great product.

Marketing is only a channel (though very important channel) to sell your product, service or ideology.

The best marketing in the world will fail if you`re using it to promote a poor service, product or ideology. Marketing is so important to a business that without it, no business venture can be successful and in the other side of the game, the best marketers in the world will fail if they try and promote a substandard service or product.

The reason is because they will not have repeated nor loyal customers who can tell others about their products or services.

Without repeated customers and loyal, unpaid ambassadors for your idea or product, you cannot go far.

Importance of Marketing to Your Business Success

For us to understand the importance of marketing to the success of business, we have to understand the importance of blood to our human life.

It runs around non-stop. It gives us life. If it stops moving, our life is over.

Whenever you see a successful business, you're likely to see its products/services and its employees. You may not actually “see” its marketing, just as you won't see my blood if you see me, but it controls every other thing.

Products and services you`re selling are like body of a car while marketing is the engine that drives the car. Sometimes a car with a bad “body”, but a good engine will outrun a car with a good “body” but a poor engine.

In today`s business world, having a good product will not make you rich. You need to have good marketing skills.

The following points explain the reason why marketing is so important to the success of your business.

1. **Marketing is important because it helps business to sell more products**

There was the old adage that if you are selling something good, you can open your shop in a far place, people will find you.

Maybe in 15 century. Not now. No longer can you try that,

In today`s market place where 50 (or more) companies may be competing in a market, you cannot just start a business and hope it succeeds.

You cannot just start selling a product or rendering a service and expect sales. You have to work it out. You have to be tactic. You have to understand and apply good marketing strategies.

2. Marketing is important because it increases your sales.

A little change in your advert can increase your sales by 200%.

I have learned a single tip from a friend (just on a phone conversation) that increased the value of my business by more than 100%,

I have read a marketing book that increased the value of my sales and earnings by more than 300%.

That`s the power of marketing, when done correctly.

3. Marketing increases your goodwill

Goodwill is an invisible asset of human being, organization or company. You can call it reputation. It is how people see you. Who people think you are. How much people can trust you,

When a business takes time to market its products/services strategically, more and more people trust its products/services and that leads to more sales.

Why do you think great companies like Coca Cola, Apple, Facebook, Safaricom, Movit etc. still advertise their products? Believe me, if Safaricom stops advertisement, it may not affect their sales for the next six months, but it will start affecting their goodwill (reputation in the mind of the consumers) immediately.

Whenever a company is losing her reputation in the mind of its target market, customers` trust starts dropping so do sales.

That`s why even the biggest companies in the world are still investing heavily on promotions. Marketing and promotion is very important for every business, so as to increase (or keep) your customers` trust and sales.

4. Marketing is important because it helps us to learn about our target consumers

The first step, even before coming up with your marketing strategies is to know and understand those you want to sell to. Marketing helps you to do that.

You cannot brand your company appropriately, nor can you position your products the way you should, until you know those to whom you intend to sell.

The best copywriter in the world will fail if he doesn`t know those he wants to write advert to persuade. Because we all know that for a promotion to be effective, we must first learn, know and understand our target consumers`, we invest time, energy and money in doing so.

Knowing our customers is a great business asset. We can use the knowledge to create better products, to brand and package our products and to promote our products in such a way that is most persuasive.

5. Marketing is important because it helps us to build a great brand

Marketing is very important because if done correctly, a time will come when we would have built a great brand that is known with quality, speed, freshness or whatever what our market positioning is, that we can sell more products than our competitors, even when our prices are higher.

At this time, we have achieved great fit. We can now sell easier with less promotion.

You think about it. If you`re in a market to buy laptop and you see two brands, HP and Maco, which will you buy?

Even if the price of the HP is 50% more than that of unknown Maco, even if the design of the unknown Maco is far beautiful, even if the sales person tells you that Maco is better, you will still likely go for HP.

Why? HP is a known and trusted brand.

Now you understand why some well-known brands could charge higher prices and still sell more than their competitors. They have used marketing to promote their products and built a solid brand.

Now you see how marketing is very important to the success of your business.

6. Marketing is very important because it increases customers` loyalty

At a point, some customers become friends and family of the company or business they love.

Early this morning I received a message from one of my business ebook readers. He has not received my whatsapp weekly advent of new ebooks for a long time and he was worried. Imagine hundreds of people/businesses who might be sending messages to his inbox, yet he feel that he has missed mine.

That`s loyalty.

Another reader of my ebooks sent me a mail and told me that he has told all his friends about my ebooks. That`s loyalty.

When customers become your advertisers, that's loyalty

Marketing is very important because through it we can get people to know about our good products, get them to fall in love with our services and then they may become our loyal friends who tell their friends about our products.

7. Marketing is important because it makes you to spend less while you earn more.

Some people who are reading this might have being thinking, "How then can I get money to promote my business, being a small business owner"?

The good news about marketing is that, you can do it without money.

Get me right. Some elements of your marketing strategies will require money to execute. You cannot run adverts without money. You cannot do extensive market research without money.

But you can position yourself in the market with no money. You may not need much money to brand yourself than you need if you don`t. You don`t need money to come up with a persuasive Unique Selling Promise (USP).

You don`t need money to implement many elements of your marketing strategies, but you need marketing skills. Which you will acquire from this ebook.

Marketing-Mix and How it Affects Your Business

The president of the American Marketing Association (Neil Borden) in the year 1953 coined the term, **marketing-mix.**

The term, marketing mix was coined in order to ease the process of executing marketing plans. The rhyme (Ps) makes it even easier for marketers and business owners to remember the marketing mix which in turn makes its application easier after the marketing plans.

The earlier known elements of the marketing mix were known as 4P`s (products, Price, Promotion, Place). In recent time however, some marketers have expanded the mix to 7P`s (Products, Price, Promotion, Place, Packaging, Positioning and People). So we now have 4P`s of marketing and 7 P`s of marketing.

Let`s go into these one after another.

1. **Product**.

As a business owner or marker, you have to make sure you learn how to look at your product or service from the "outside eye".

You must be able to see your product or service the way an outsider will see it, if not, you cannot have a right assessment of how your market perceive what you`re offering.

To succeed in your marketing effort, you have to offer the right product/service to the right market. Just as a round peg doesn`t fit the square hole, no matter how good your product/service is, it needs a certain market to flourish.

As part of your marketing strategies, you have to ask yourself some good questions: is this product/service in the right market? Am I trying to sell what I am selling to people who need it (and are willing to pay for it)?

Sometimes the product/service you`re offering is very good, but the market (customers) you`re trying to sell to don`t value it or are not willing to pay the amount you have to sell it to make it profitable. Then, such a product/service is not right for the people.

Then, there is a need for change in your marketing strategy.

2. Price.

The second element in the marketing mix is price.

Pricing is very important to your marketing effort because how much people buy what you`re selling determines your profit and success as a business person.

Just like the first element, price has to fit the market.

Even if you`re offering the right product to the right market, but at the wrong price, you will still not go far.

Two things are possible. First, you offer price the customers are not willing to pay (or are not able to pay), so they don`t buy or you offer a price too cheap, so you`re not making good profit or you`re not maximizing the market potential.

Sometimes your target market is willing to pay you 500% profit on your product/service. A good example of this is when you`re the leader in the market. Most at times, you're seen as "the real man" and the consumers never hesitate to pay you much more than your competitors.

This happens in the case of Safaricom in Kenya. Most people are paying higher to call on Safaricom lines and are not complaining. This is because safaricom network and internet are fast and reliable.

Some other times (this is likely to be common than the first instance), you have to watch what the competitors are asking on their products/services to determine how much you will charge for your product/service.

The element of price in the marketing mix is advocating for the right price to the right people, so has to get the best out of your marketing plans/strategies.

3. Promotion.

The third element in the marketing mix is promotion.

The good old days when you have customers searching for your good product/service is gone. In today`s world, if you`re selling a good product, some people (I mean hundreds of people) somewhere might be selling better fashion of what you`re selling.

That`s the reason why promotion is of great importance in every marketing plans and strategies.

Promoting your business is probably the most tedious marketing endeavor for a reason: you don`t know what will work and even when a particular promotional medium is working, it may stop working anytime from tomorrow.

Is T.V advert best for your product? Will radio sell your service better? Will you need Newspaper advert? Should you go for billboards or social media? Will word of mouth be better?

You rarely can tell until you try and, you get it, trying requires investment of time and money.

Sometimes you think you know your audience so much that you know where they go and how to market to them, yet, you still won`t really know until you try.

I once decided to focus a marketing effort on Facebook. I thought the audience for the kind of products I'm selling is on Facebook, so I advertised on Facebook and on Facebook alone.

Though I was right when I concluded that my audience is on Facebook, I never considered the fact that most people go to Facebook when they are tired, weak or idle. Their minds want to socialize and they don`t have much space on their brains to pay attention to adverts.

That`s one way a promotion can fail.

This third element on the marketing mix teaches that you have to include in your marketing plan, how to promote your product in the right way to the right people and at the right time.

4. Place.

Where does your product/service meet the buyers?

Your product/service have to meet the buyers for there to be sales. This means that your product/service must "walk" to where the buyers are or where they go.

Many companies have devised several means of getting their products/services to the hands of their target customers.

Some companies use direct marketing, sending their sales people out to sell directly to the consumers. Some companies sell through telemarketing, catalogs or mail order. Some sell at trade shows or through retailers.

The key word here is that you must brainstorm and include in your marketing strategies, the best way by which you can get your product/service to the hands of your targeting audience.

5. Packaging.

Human beings always judge books by its cover, though it`s foolish at times to do so.

We all see products we love in few seconds after we come in contact with them and there are other products we really don`t like, just by looking at them.

The difference is packaging.

IBM under the leadership of Thomas J. Watson, discovered the importance of packaging to the business success so he restructured the way IBM`s salespeople dress.

He created dress and groom code and made sure that both the products they're selling and the people selling them were well packaged.

Packaging is all about everything in your company (or business) that customers can see or touch from your products to your salesperson to your office or business environment to just everything, so a deep thought has to be invested on your marketing plan about your business's packaging.

6. Positioning.

This is another element in the marketing mix which is very important to your marketing strategies. Your position in the market is the space you cover, how your market perceive you, what they think about your business and products/services.

It`s very important you put a lot of effort into this. Until you create a space in the hearts of your target market, you will be seeing as “just another business” and your products/services as, “just another product/service”.

You don`t want that title, do you?

You want to be known for something, something unique and attractive.

You may want your product to be known as strongest (just as Bamburi cement is claiming to be 3x stronger than its competitors) or to be known as most effective (just as Safaricom claims to be the better option).

You may want to cover a space for speed (fastest service) or of a specialist (a female only private school), just have a space you are known with by your market (customers).

7. People.

The last in the list of marketing mix is people.

This may come last but it controls others. Brain Sher explains in his book, *what the rich people know and desperately want to keep secret*, he explains that the quality of people who are managing and working with a company determines the success or failure of such company.

Companies are not competing with each other`s products, companies are competing with each other`s people. A business with smarter people will in 100 times win the competing businesses.

Jim Collins in his book, *Good to great*, says, get the right people on the bus, and the wrong people off the bus if you truly want to have a great company.

When diligently applied, a good marketing strategy that considers all of the above mentioned marketing mix can lead to great business success.

Chapter 2

How to Sell Your Products/Services Easier & Faster



Business is about selling. So, how can you sell your products or services easier and faster? There are few tactics you have to master which i will discussed deeper later in this chapter**.**However, today I will love to share with you what happened sometime ago.

I needed some aluminum work, so I called a guy whose work is fixing Aluminum. “How much will it cost me to put aluminum on this windows?” I asked the gentleman.

After I explained the kind I want, he said, “that kind will cost you xxx shillings. You know, I’ll want to give you the best because I don't want to do it the way most people do it. And you see, if it were last two months, I would have agreed to do it with just kkk shillings (lesser price). But because those materials cost has increased, I’ll need to give you the best, pay xxx shillings”.

That guy is a marketer! He did his negotiation perfectly well. Did you learn something in that story?

You see, as you’re selling your products or services, tell people the *reason* for your price.

If your product's price has increased from what it was last month, don't just tell people, "That bag is Ksh.2,000".

Instead, be business wise.

Tell people, "Madam, that bag was Ksh.1,200. But due to a recent importation restrictions, many of the locally produced bags have experienced hike in price. If you visit other bag stores, you will find it to be so, except for those who may want to sell you substandard bags"

What do you think my friend? Did you learn something? Tell people the *reason* for your higher prices. They will understand and buy from you.

Smart Marketing Strategies for Kenyan Entrepreneurs

I will be sharing with you some brilliant marketing strategies that can make your business more profitable. As you probably know, a single marketing strategy can transport a business from zero to hero.

Claude Hopkins, the marketing genius and author of *The Scientific Advertising* explains in his book (the same book I just mentioned) how he visited a beer making company and looked at their meticulous process of making their beer.

As their consultant he asked, why didn`t you run an advert to tell people all these great processes you`re following to make your beers?

Those guys told him, well every beer maker make it this way.

Smart Hopkins said, well, nobody has told the public about this, so let us tell them. That is what they did to be the market leader.

Marketing strategy: what is it?

I think you don`t need me to tell you the meaning of marketing strategy, but for us to be sure we are on the same track, let me remind you that marketing strategy is that tactic developed and applied by a business owner with the aim of winning more market share and making more money.

Business strategies can differ from one business owner to another, depending on various situations.

The business approach of a man just starting a business may be different from that woman trying to grow a business.

The business tactics of a business which is leading in the market is definitely going to be different from that of the nicher… a business trying to take a specialist approach to win a share of the market.

All in all, let`s get to work and identify some meaningful marketing strategies you can apply to win your market.

1. Be the first in your market.

By far the most profitable marketing strategy is the marketing to the plain mind. Give me a second as I want you to see business marketing as you see the relationship between a man (the businessman) and a lady (the market).

How easy it is to get a 27 years old lady to fall in love with you? it all depends.

If she has a serious relationship and other three men running after her, you`re in for a long walk (as Nelson Mandela titled his book).

But what if she has nobody she`s dating now? You know what that means.

You can easily get her, even now.

That is how business world looks like. Innovative new products or services get people`s attention so earn yes to their cash, easily.

But can there be a completely new product again? Yes, but waiting for it and working for it is beyond what most people are qualify for. It`s a laborious work that may take years.

But here is good news.

Human beings are so weak that we don`t usually recognize that there may be the same engine in an unpainted Toyota car and a red coloured Toyota car.

You got it! There is a colour called blue and another one called yellow, but, yellow plus green is what we know as a *new colour*. Being the first business to introduce an innovative product or service to the market is the greatest and the most powerful of all the marketing strategies.

2. Be the first in a new market.

Airtel is a telecom company who came late to the Kenyan market. Since the first market position (as explained above) has already been taken, they try to become a king in a new market. They target phone users who of course are browsing with their phone.

If you look at your business very well, there are different categories and lines. If you cannot be the king for the whole market, don`t fight for the whole market. Identify a category where you can be the king.

This is an example.

You want to start a private school in your city or town, but there are already 52 private school and seven of them are highly known.

What can you do? Start a girl-only private school or a Christian only private school.

Because people are usually afraid of what their female children may become, they will love to take their children to your school (thinking, there must be a special care for them there) and because religion is such a sensitive issue in Africa, many parents will love to send their children to a school where they will be trained in *the way of God.*

You got that! Let`s move on.

3. Be a specialist.

Don`t be a jack of all trade. Nobody will respect you. Think about this situation. You visit a friend and from there you`re having malaria and he tells you, I know of two hospitals in this environment.

One is very good and treats just any disease, the other one is treating only malaria, which one will you love to go?

It is smarter to be known for one thing that to be known for all things. You see this all around you every day. Do you know a bongo musician who is also a hip hop musician?

He cannot succeed. Specialization is a powerful business tactic, because it makes people to see you as an expert.

4. Identify your position in the market.

Every business market is eventually going to be divided into four. There will be a leader, a challenger, a follower and a nicher.

Let me use Kenyan telecom industry to explain this.

Safaricom is the market leader. Airtel is a challenger. Orange is the niche while that ‘’guy’’, YU Mobile is (unfortunately) the follower.

A leader is the king. He can sometimes has 40-60% of the market share. The challenger is a threat, looking for a possible chance just to ~~kill~~ the leader. He can be compared to the strongest opposition party in the political system.

The nicher is that business whose owner admits the fact that he is too late to the market, but he is fighting for a part of the market, as explained in the number two above.

If you know your position in a market, you`re more likely be able to know how to dominate your market.

5. Tailor your tactics according to your market position.

If you`re a leader, don`t tell your market you`re a specialist and if you`re a challenger, then, *I am better* is your message.

6. Fight with your name.

Your business name is far important than you think. Do we fight with our names in the business world? Not in business alone… everywhere in the world.

I know a very close lady friend who introduces herself as Lizy. When I heard her mum call her Elizabeth, I understand.

Al Ries and Laura Ries write in their book, *The 22 Immutable Laws of Branding* that, the brand with a better name will come out on top. Your name is part of your marketing strategies.

7. Appeal to a group of people.

Seth Godin says, *create a tribe.* People love to belong, it`s our natural weakness. That`s why you see people identifying themselves with football clubs and social movements.

Most people go to church simply because it gives them a sense of belonging.

How can you ride on this human need of belonging? Structure your marketing message in such a way that shows that you are creating a tribe.

Our name (in this organization) was, **The Optimist.** It is not too smart to go with that name, because we want to create a tribe (so to say it like Seth Godin).

Why is this very important? Because people love what is their own. You get it. In your business and marketing messages, you may target the youth, the men, the women, the aged or a particular nationality or continent.

Those in that group will fall in love with you because they will see you as their lovers.

8. Create a Unique Selling Promise.

I came across the concept of the USP (Unique Selling Promise) in around 2007 when I was reading a book from Brian Sher, and since then, I have been applying this marketing technique.

Look at your competitors very well and come up with their three major weaknesses that the consumers are complaining about.

Can you fill this gap? If yes, can you create a simple message that will tell your target market that you have filled that gap?

Because Safaricom came to Kenya when there was no network in most towns and city, they smartly coined the Unique Selling Promise, *Safaricom the better option! Telling* you, we are there to give you a better network.

Because sky bank felt that many banks say no to people, I guess loan seekers, they coined the term, *saying yes to your dream.*

Be unique and tell your market how you are unique. There is no better marketing strategy than this… as much as I know.

When you are different, people will fall in love with you and your products/service

9. Perception wins, even when quality products fail.

There was a market research to find out how people react to the taste of Coca-Cola and that of their enemy competitor, Pepsi. The outcome of that research teaches us marketers a great lesson… most people prefer the taste of Pepsi to that of coke.

So why does Mr. Coke remain the king in that market? Human beings usually (or always) judge the book by its cover. Many quality products and services are dead and forgotten. Let people perceive you as the best.

10. Quality, yes, quality wins.

This is counter-intuitive, I know. But not really. You see, we are already in a world of super stars. Just as I was explaining to two friends of mine sometime back, it seems extra-ordinary needs another extra to make it a winner in the present day world.

You see, in the last 100 years, an average product, service, musician or footballer easily could get to the top, because there were few people in the world (less than 2 billions), there was little noise and there was so little competition.

For instance if you were making soap in the last 100 years, average quality soap I mean, you`re likely to become very rich because only few people (very few people) were soap makers in the whole of Africa.

Today, the soap makers in Kenya alone may be more than a thousand. So if you don`t have any quality thing to offer, please, go get a job.

Don`t waste your time in the business world. However, always, I said always let your customers perceive your products or services as the quality.

11. Give out free samples or services.

Do you have a great product that you want people to buy? They are skeptical about that product. You need to give them a taste of it.

Remember the first time you visited a "mutura" seller. He understood that you may be doubting the quality of his meat, so he offered you a taste of it. Car manufacturing companies, whenever they release a new car will offer people a free ride.

This is a marketing strategy. This takes away people`s fear and attracts them to the new car. Do you want people to love your product? Can you produce some samples?

If you`re rendering service, this is a lot easier (and cheaper), can you offer people some free service? If you have an hospital, can you offer a free medical checkup?

If you are having hotel, can you offer free breakfast? You will be surprised that even people who are rich enough to pay any amount for a breakfast may come to your hotel because of the free breakfast.

Funny? Psychologist Dan Ariely has told us (in his book, *predictable irrational)* that human beings, all of us, are irrational.

Claude Hopkins said, *sample always pay for itself* and even more.

When people taste your product or service, they say, wow, and then buy (that is why it must be a wow product anyway, if you want this business tactic to work).

When someone gets a free medical test and discovers he is about to have typhoid, will he go home and sleep all night? You get it.

12. Spread a contagious virus.

The truth is, advertising is dying and may soon die. Why? Noisy. Noisy. Crowded. Because advertising is now everywhere, and hundreds of them for that matter. Nobody is paying attention to adverts again (except a few brilliant ones of course).

- When last did you react to a television advert?
- When last did you buy something because you read its advert on newspaper?
- Did you ever take your phone and call a line from a radio advert? Maybe no.
- So do you think your own advert will be diligently listened to?

Think again.

But there is a way out… spread a contagious virus.

This is what I mean. Create something that is great enough to catch someone`s attention. After such people fell in love with you, they are more likely to tell their friends about it.

Can you remember few instances when you talked to a friend about a great fast food restaurant, a nice hotel or a great book? Now you can see.

We love to talk about a good product or service to our friends. In fact, we are usually proud of them and talk about them on social media sites.

With this, we`re advertising for the company involve (and we do so willingly).

For instance wherever I read a great book, I tell my friends about it, even force some of them to buy it. I know I am ‘’helping’’ the author, but that is not the way I see it. Instead, I see it as helping my friends.

Create something worthwhile (a product and service) and people will want their friends to also know about it.

Am so much grateful to my readers who are telling their friends about my ebooks. This tells me that it pays to give value.

Thanks.

Let`s continue.

13. Be consistent with your message.

Don`t be surprised that Safaricom is still using *Safaricom the better option* as their marketing message after around 12 years of creating it. Whatever you stand for, be consistent.

14. Be flexible.

Don`t be surprised by this. Though consistency is good for you, your competitors sometimes will come up with a hard blow. To cope with this, you too may have to change your marketing strategies.

With all the above tactics, i know you will now Sell Your Products/Services Easier & Faster.

Chapter 3

Branding To Maximize Profits in Your Business



If You Want to Make a Lot of Money; Don't Sell Products or Services, Sell This… Brand. There are many mistakes people make when they are starting a business. One common error is to concentrate on the products or services they are selling.

To them, they think their customers would buy from them, so long as the product/service they are selling is what customers need.

They are wrong!

Unfortunately, customers don't buy products or services. Yes, customers don't buy products or services; they buy **brand**.

Why are you trying to sell what nobody wants to buy? Nobody buys products. Nobody cares about your services.

People only buy brand.

Let me explain with some examples.

Have you ever been into a store to buy phone (or something else) and you didn't find the exact phone (or something else) you have in mind, but the store attendant was telling you, "sir, this one" pointing to a certain product "is better than the one you're looking for".

This could be marketing but it may also be true but you won't want to buy without seeing the brand you're looking for.

If you want to buy a phone, you may love iPhones. You don't really love that phone because of its features, you want it because it was made by Apple.

If the exact phone's brand was changed from (let's say) Apple, to Itel, even though all the features remains intact, will you still buy it?

If you don't understand this, let me explain with one more example.

If Coca Cola should buy all of the Pepsi products and (without changing anything else) simply change the name on the bottles from Pepsi to Coca Cola.

What do you think will happen?

Even though taste and everything else remains the same, people would still buy those products as much as they buy Coca Cola

The reason is very simple. People don't buy products or services. They buy brands.

Though there can never be a brand without a product or service, there can be product/service without brand and that is where calamity comes in.

As an entrepreneur, don't just sell your product. Concentrate, build and sell brand. No matter how good your product is, if it's not well branded, you won't sell enough to pay your bills.

Just as i said in chapter 2 "human beings buy with emotion". Yes, most of the buying decisions are made by emotion, not reasoning. That`s why as an entrepreneur, selling a good product/service alone will not make you rich

Marketing is one of the major areas you`ll have to invest much of your time, money and brain on.

Now, let`s talk about branding… a major part of your marketing

What is branding?

Branding is the process of creating a unique identity in the minds of a target market audience. This unique identity can be created through name, sign, logo, stamp or design.

The above definition is mine.

Let`s see what others have to say.

America Marketing Association defines branding as "name, term, sign, symbol, design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers".

In the lay man`s language, branding is what you do to get your business printed in the minds of your customers. Seth Godin defines **marketing** as fighting for attention. I define **branding** as keeping the attention.

Shortly before I'll try and explain further, let me note here that there are **different types of branding.**

1. **Product branding.**

This is the commonest type of branding. Whenever business people package their products in one way or design them in another way, they are aware of this branding effort. But there is more I have to share with you…

2. Personal branding.

Think about it. What if you have no product you`re selling? What if your own business is selling service (i.e. a plumber, marriage counselor, musician, consultant, footballer etc.)?

Well, you`re your product.

You need a unique style and identity. You have to brand yourself. Your brand has to be created with you as the object.

Aside this**,** any individual willing to become something meaningful in life has to be unique in certain ways from the general public.

This uniqueness is what personal brand is all about.

3. Corporate branding.

A particular company may have more than one product. While each product will have its brand identity, the organization as a whole will have its unique identity.

Let me think about one example…. Infinix. Infinix has so many phones in the market. Each of these phones has its uniqueness, so do Infinix as a company.

The above three are the most known types of branding, though there are some other little known as following;

4. Geographic branding.

When Kenyans say "China phone", what does it mean? When other people say "Italian shoes", what does it mean? When people talk about some products as "London used", what image comes to your mind?

Those are geographic brands… people have associated certain qualities, characteristics and uniqueness with certain products or services which are from some region or country.

5. Cultural branding.

Certain culture have developed some attributes which have now stand as their identity.

For example if you`re in Kenya and want to employ someone as your sales representative but three people applied, Luyha, Luo and Kikuyu. Assuming three of them qualify, who are you going to choose? Maybe a Kikuyu.

Why?

Because Kikuyus for a long time have been credited as business inclined culture in Kenya.

This chapter will focus more on Product, personal and corporate branding.

To start with…

Why is branding so important?

What are the importance of branding for business, organization and individual? Why is branding so important?

Branding is very important because the world is crowded… with too many products, too many services, too many competitors, too many people… and too many everything.

Because of this noise and crowd, business people (and individual going somewhere great) will strive hard to gain some attention and, very importantly… to retain such attention… that`s the reason for marketing and branding.

There was an adage I heard (or read in a book) when I was a little boy.

It goes like, *if you`re selling quality product, you may go and open your shop in the bush, people will come to you to buy*.

That adage WAS true.

There was a **time** in the world when the whole world population was less than one billion. There was a time when the whole world population was just two billion. Then, even if you had an average product, you would be only having few competitors. Not just that, you would have customers who have clear minds.

What do I mean here?

There was no television, too many newspapers or internet so the number of adverts people were listening to was so little, unlike today where an average human being is exposed to hundreds of adverts everyday through radio, television, Facebook, twitter, Google and just look around you and you`ll see adverts.

Because we`re now living in a noisy world, getting your business stamped in the minds of people has become a very difficult thing.

If there is a lady who has two men asking her to date them, such a lady may be kind to both of them and decide which is good for her, but when 13 men are running after a lady, she may be confused and unkind to all of them… that`s what customers have become in recent time… because there have been too many competition for their attention.

Most people simply neglect anything advertised.

What is the solution?

The solution is… Strong branding strategy.

5 Great branding strategies

1. **Choose a unique and good name for your business.**

After all your business (or personal) name is the first thing to see whenever I come close to you. How does your name sound like? What does it mean *to your customers?* How easy it is to remember?

Why do you think most of the biggest companies in the world chose short, sweet and easy to remember names or acronyms?

Think about google, facebook, amazon, Safaricom, MTN, IBM etc. Did you notice something?

Your branding effort starts from your name.

2. **Create a brand that people love to associate with.**

If you`re a musician, you need people to love you. If you`re a movie artist, if people hate you they won`t buy your movies.

If you`re a footballer, if people hate you your coach will soon hate you, then stop using you as before. What if you`re a business owner?

We all love to patronize businesses (small or big) we love the owners or the organization. What are the attributes we love in people and businesses we patronize often? Caring, friendliness, quality.

Incorporate these attributes to your marketing strategies and you`ll soon be known with them.

3. Create a cause or movement.

Let me tell you one human desire… we love to belong to group, clan or society.

Why do you think people love football? Not only because football is the best game, but because football gives people a chance to belong to clan, group and society… through football clubs.

Why do people fight because of certain musicians? Because they have (unconsciously) seen themselves as belonging to the clan of such music start.

How can you take advantage of this human desire to belong?

Structure your organization/business in such a way to make people feel among.

Difficult to do?

Not at all. I heard a radio presenter doing this sometime back. He wants to celebrate his 25 years on radio as a presenter. How can he show people that they belong to his "club"?

He asked for their opinion on which month they want him to celebrate his 25 anniversary and people started calling and suggesting. As small as this is, it gives people a sense of belonging.

When people feel that they belong to your organization or business, they`ll do all they can to defend you, advocate your product and advertise your services.

In this way, you`re creating a strong brand… as a "friendly" company.

The other way to do this is, sponsor a group or movement. Do you see how Safaricom, Equity and other businesses are sponsoring activities and people? Do you see how Emirate is sponsoring Arsenal football club? Do you see how Segun Arinze (a Nigerian movie star) is sponsoring an orphan foundation?

Why are they doing this and what do they stand to gain? Try to do the same and you will hear people saying "That company/business is caring, so I love it".

4. Be generous.

Human beings love to receive gift (of any kind). Do you know? It is better you give a gift worth Ksh.50 to a man that has Ksh.50,000 in his bank account than to give him money worth Ksh.500?

Gift is powerful.

It buys people into loving you. Every small business can do this. A sachet water (Ksh.20) you buy for your thirsty customer may make her to see you as a "caring" woman or man, so building a brand.

5. Hey, be different!

The entire thing about branding is uniqueness.

You want your market (customers) to know you with certain unique attributes which are generally considered great, cool or smart.

Take time to study your market and see what and what your competitors are doing. How can you differentiate yourself with your name, design, logo, colour packaging and style?

Final word… no branding effort becomes successful except you`re branding a worthwhile product or service. Let whatever you`re planning to take to the market (be it product, service or your talent) be of good quality.

Chapter 4

Segmenting Your Market

To Increase Sales Conversions



Today I will be sharing with you about a popular business strategy called **market segmentation.**

What is market segmentation?

Market segmentation is a marketing strategy in which a business or company deals with different markets with different offers, prices or packaging.

Let me explain.

Human beings are very different. Our geographical locations are different. Our financial state is different. Our mindset and beliefs are different.

Because business people have discovered this truth about human nature, they understand that a marketing tactic that works in a particular market may not work in another, so the need for market segmentation.

I guess you know, "**What is a market?**"

A market is a group of people who have needs for a certain product or service and who have the ability and authority to purchase.

As an entrepreneur, you will call a particular group of people your market if they are people you know are in need of the products or services you`re selling and they are willing to pay for what you`re selling.

Let me give you one or two example of market segmentation before I share with you types of market segmentation.

Think about MTN.

MTN is a mobile telecommunication company with the headquarters in South Africa and branches in many other countries of the world, including Nigeria, Uganda e.t.c.

MTN, though operating in South Africa with some marketing strategies, will not apply exact same strategies in Nigeria.

Why?

Because the market situations are different. The people are different. The culture is different.

Now you`re getting my point. That`s market segmentation.

Don`t be surprised with this. Sometimes companies sell at different prices to different people in different location. A good example that comes to mind is Facebook.

If you`re running an advert on Facebook (which is what Facebook is selling to make money), you will find out that the amount of money Facebook will charge you if you are running advert for people in Canada is different from the amount of money they will charge you for running advert to people in Kenya, Ghana, Nigeria or Cameroon.

What is happening here?

Market segmentation.

The bottle and can packaging Coca-Cola is using for certain countries may be different from others. This may be so for several reasons ranging from culture, competitors or geographical location.

Let me share with you

Types of market segmentation

1. **Cultural market segmentation**

Just as explained above, a company opening a new branch in a place with different culture will want to amend its marketing tactics to meet the new culture.

Let me give an example here.

If you`re selling clothes in Nairobi and you have a photograph of a lady as your bill board advert, when you`re planning to use a similar bill board advert in North Eastern Kenya, you have to put some thought in to it.

Does this lady dress without covering her head? Does she wear clothes that is against the culture of the people in north (Islams)? How can she dress in order to speak to the minds of your new market?

Considering all these will help you to segment your market appropriately.

2. Behavioral market segmentation

Companies at times divide their consumers according to the behaviour of the people therein. This behaviour may be in term of knowledge, educational level or attitude.

If you have a business in Nairobi and planning to expand to Nakuru, Eldoret etc. do you think people in these areas think the same way? Do they have the same attitude toward a product/service like yours? Is their educational level the same?

Since these people are different, it`s entirely different marketing strategies that will win them to your side.

3. Geographic market segmentation

Marketers can divide their market and tactics according to nations, states, cities or communities.

A company may sell certain product in Nairobi and couldn`t sell the same in Kisii (or it has to offer it in a different way).

Law of a particular country or state can allow you to sell certain products/services while those are totally outlawed in some other places.

4. Demographic market segmentation

Some smart marketers may consider demography such as age, gender, occupation or education.

This reminds me of some facebook adverts I ran. In those ads, I will targeted male of age 27-47 (or something similar). In this way, I am marketing to a group of people I consider needs what I am selling most.

That`s how a market could be grouped demographically.

In this way, a business person is able to tailor his/her marketing message in the language understood by his/her target.

The way you will talk with a 15 year old lady isn`t the same way you will talk with a 25 year old guy.

5. Psychographic market segmentation

Sometimes marketers have to take time to study the lifestyle of their prospective customers and tailor their marketing approach to meet their needs.

How your customer live, affects how they buy. The way drunkards live is different from the way born again Christians live. The way students live and think is different from the way working class in a particular society live and think, isn`t it?

So if you`re selling to a certain groups of people, you may want to separate the offers, products or services you expose to a group from that of others.

6. Segmentation by benefits

We can divide our market according to the benefit they seek or desire.

Certain people desire certain things. Primary school pupils may desire a soft drink that is sweet (which means it contains a lot of sugar) while a grown-up (35 year old) adult may desire a low-sugar drink.

Since the benefit these different set of individual want is different, we can segment their markets and offer them different products.

Price discrimination

Here is another aspect of market segmentation we should look into.

Let me give you another example with Celtel.

When Celtel first came to Kenya in 1998, they were just as powerful as a monopolist. This market domination gave them some unfair advantages.

They were charging Ksh.1,000 (and above) for a sim card and charging terribly high prices for calls.

At this very time, they were struggling in their home country (Sudan) with other telecom companies. There was no way they possibly could charge any outrageous price in Sudan because they were struggling with competition, but here in Kenya, they were the king, so they could charge such high prices.

This happens all the time.

In fact, many companies have branches that are not profitable, yet they keep them active because they are able to have some advantages in other segment of the market.

Should I give you example on this?

Barclays Bank opened a branch of their bank in my town in the year 1993.

My little town as at that time was not profitable for a bank, yet, they kept that branch active till date because they could get some profit needed to finance that branch from other segment of their banking market.

Why market segmenting?

What could possibly be the advantage of dividing markets and approach them with different marketing tactics?

Well, so as to speak the right message to the right people and to give certain people the exact thing they desire.

The primary aim of marketing segmentation is to maximize our opportunity in the market… to have more sales and more profit.

Chapter 5

Positioning Your Product
To Win The Heart Of Your Customers



Some years ago I bought a book called **Convert**; the simple little formula that sold $50 million worth of products and services online. That book was written by Frank Kern.

Can you guess what that simple secret is?

Actually more than one "secret" but the ultimate of those "secrets" is… positioning.

Positioning is a marketing strategy by which a product, business or company occupies a space in the heart of the consumers.

Positioning is the most important marketing step to growing a business.

According to Al Ries (the author of *Positioning; the battle for your mind*), we business owners are not competing with products or services. We are competing with minds, the minds of consumers.

In his words, “The basic approach of positioning is not to create something new and different, but to manipulate what is already up there in the **mind,** to retie the connections that already exist”

Running a business, we all know is about selling more of our products or services. We all know that our goal is to grow our businesses and make more money.

What most of us don`t know is that we have to win many hearts before we can sell many of our products or services.

Winning the hearts of our prospective customers follows similar process as winning the heart of a lady you love. You have to occupy a space in that heart. You have to get her to fall in love with you. You must get her thinking about you.

How do we do this in the business world?

By positioning ourselves.

What exactly does that mean? It means creating a word in the mind of our prospective customers.

How?

By letting your target market know you (or your product) for a <u>single</u> thing.

Let me remind you of this… human beings respect (I mean, always respect) specialists.

If you need the service of a fashion designer who can make a good Yoruba (Nigerian) attire for you and you get to know about two good fashion designers, one makes English suits, Chinese dresses and just everything in-between, including Yoruba attires and the second fashion designer makes only Yoruba attires, which of them will you love to do business with?

The answer is obvious because we all love specialists.

You will rather go to a specialist malaria doctor than to a doctor who treats every disease, am I correct?

Let me tell you this.

When i was in campus i had a personal blog where i used write business articles and my focus or target readers was Africa, it was actually “stupid”. You know why?

Internet is a public place where people from all over the world can come across your products, blog or website through google, yahoo search or just anywhere, so writing for a single continent is like chasing away 70% of people who come into your office away by saying, “Hey, I don`t do business with someone like you”

Crazy, isn`t it? yet, that`s what i did.

Some time when I look at the traffic (the numbers of people who came to my blog) though a software and see so many people from United States, Uk, China and tens of other countries, I was tempted to change the name of my blog (so as to welcome them too)

But at a point I thought about it. I would rather have 30 people to love me than to have 100 people to like me.

We would rather have 40 committed, loyal readers of my blog than to have 90 people who see my blog as “another blog”.

When you see a blog or website that teaches Africans (alone) about business and another website that teaches everyone, which will you love most if you`re an African?

The answer is obvious.

I understood that getting only Africans to love blog is far better than getting the whole world to like it, that`s why i positioned myself as an organization that teaches Africans (alone)

That`s a magnetic marketing strategy.

To grow your business, make more sales and more money from the products or services you are selling, you will need to get to the mind of your customers.

The only way you can get there is for them to fall in love with you.

That`s the importance of positioning yourself, your product or service..

The world is too crowded already. You cannot be everything to everybody anymore. For you to make money and grow your business, you have to be a specialist.

You have to understand **segmentation** and focus on a particular audience, not everyone.

Now let`s move forward.

Let me discuss with you 8 or 9 positions you can try to occupy in your market place or with your product that will help you to sell more of whatever you`re selling.

1. **Position your product or service as a popular product/service**

You remember what we were taught in the psychology class?

Let me remind you. Human beings don`t usually know what is right or wrong for them. Most at times we judge what is right by watching what others are doing.

If we see many people doing certain thing, we conclude such thing must be right.

Psychologists call this, Social Proof.

If you`re walking or the road and see 20 people gathering together in a particular place, you will pay a close attention to them. What is happening there? What are they doing? Can i take a look?

If 5 of your friends buy particular clothes, you are more likely to buy it (especially if you`re a lady)

How can you apply this to your business?

Anything that shows you to be famous, popular or loved by many people will make many more people to love you and buy your products, therefore growing your business.

Has your new product been sold in three towns? Have you won an award? Do you have testimonials?

Find a way of using these assets in your advertisement, signboard, flyers and other marketing materials.

If you know more people have done something, you`re likely to do it.

You can position your company, business, product or service as a popular product, service, business (if you`re truly popular) and more people will buy from you, then you will grow your enterprise.

2. Position your product/service as being exclusive

When something is exclusive, that is, only for certain people, such people rush to get it. I ranned an advert on Facebook sometimes ago and guess something I wrote?

“This is for you only if you`re 23 years and above”

What is magnetic here?

Someone who is 26, 28 or 50 would say to himself, “Thank God I’m having the ‘grace’ to get this” so he would rush to get it. Someone who is 19 would say, “Oh shit! This thing is not for me. Can I secretly get it?”

We all love to get something scarce, isn`t it?

We love to brag about getting something special. This human weakness is the reason why you will sell more of whatever you`re selling if you can make it clear that you have excluded some people from buying it.

This is not smart because you`re pushing away some people who would have bought what you`re selling, is it?

You`re wrong.

Don`t forget what I told you earlier. You will be safer to have 50 people who love you than 100 people who merely like you.

You`re better with 1,000 loyal customers than with 10,000 ordinary buyers.

Positioning is a marketing step toward getting loyalists as customers. When you`re applying this marketing tactic, you can actually be smart with it.

Take for instance the advert I earlier mentioned. My earlier experience has shown me that most people who actually responded to my offers are mostly age 26 and above.

Now you see the game. Coming in public to cut off people who are not my original customers wouldn`t hurt me at all (and it would favour me much).

You love selling to women? Write it on your sign post, "I attend to women alone" This attracts women to you and pushes away men from you, (and so what? Did you need them anyway?)

You have a vision for private school? Start girl's alone private school.

Yes, you will miss some boys who should be registered with you but trust me, more people will withdraw their female children from both sex school and bring them to your school.

And you see another miracle here? You can charge more money. Why? Because you`re now being perceived as an expert, a specialist. Don`t we (willingly) pay more for specialist doctors, etc.?

One more reason why you will be able to sell at higher price and grow your business fast is… now you have no competitors.

If for instance there are 27 private schools in a town where you now start a girl only private school, what just happened is that you are no longer competing with anyone.

More business. Higher prices. More profit. Business growth.

3. Position yourself as a contrarian

Dan Kennedy is known with his contrarian approach to marketing. He would voice out, "All you advertising agency in America are wrong!"

What does it mean to be contrarian?

Come up with a different opinion other than what is popular. Tell people, "What you think is wrong. This is right"

This can work for you if you`re in service business, a politician or a writer (politicians are business men, don`t you know? They are selling their ideology. If they don`t position themselves very well, they cannot win elections)

Take for instance how I write frequently on my business books that **I hate school**. That`s crazy. Everybody loves school. Why will someone claim to hate school? Yes, I do and I have my points.

As long as you keep on growing, learning and reading **good books**, you will get to a point in your life when you will discover that the world is wrong.

I mean it. Most things, philosophies, beliefs and norms in this planet are wrong.

If you have grown up in mind, you will be able to come out to say the whole Africa, Kenya or your city is wrong.

Whenever people hear that what they have believed for many years is not correct, they want to know how and why, so they give you 100% attention.

If after listening to you they are convinced, you have won another group of loyalist for your business idea, book or political ideology.

The more people`s hearts you`re able to win, the more growth you will experience in your business.

4. Position yourself, service or product as rare or scarce

What is the difference between stone and gold? What is the difference between petroleum and water? What is the difference between air and bread?

Scarcity. Nothing more.

Nothing is special in gold. If everybody can pick it on the street, it will be worth nothing. What is special about petroleum? If I can draw it the way I can draw water from a well, why would it be costly?

Think about it. Air is very important than bread, yet bread is costlier. Why? Air is everywhere. You will have to pay to get bread.

If any product is perceived (I mean just perceived) as scarce, people will be willing to pay higher price for it and do so in haste for the fear it might not be available tomorrow.

There is this allegation that Diamond is not actually scarce. It is made to be perceived as scarce, who knows? But that doesn`t matter.

As long as human beings perceived something to be scarce, they rush to get it.

Is there any way you can position your service as being scarce (because it`s like scarce. Who else can do it like yours?)

Can you market your products with a deadline?

Why do you think so many big companies market their product with words like, “for today alone”, “one week special offer” or “Christmas promo”?

You get it. Those words remind you it will soon be over. This position is powerful. We all fall for it.

I have rushed to a cyber café to pay for a book online (I mean rush and fearfully wanted to pay) because the author said the selling would be stopped in a few days.

Even if you cannot use this position every time, you can use it to increase sales and grow your business on special days.

5. Position yourself, service or product as being different

People are tired of norms. We all love something different. Look at your industry very well. There is a likelihood that everybody is doing things like everybody.

You have a money-producing strategy if you can just differentiate yourself from the crowd.

This may not be in a single act. You may have to make a list of 10 things commonly done by your competitors and then see the way you can differentiate yourself from the competition by doing things differently.

I ranned a Facebook page sometimes ago and when i started, I looked around and saw that everybody (I mean 99 out of 100 page owners) was simply doing the same thing (mediocre stuff I mean).

It was easier for me to make money, simply by not writing the way they wrote (they copied posts, i wrote original stuff), by not abusing people the way they do (i replied abusive comments with a humble and lovely tone), by impacting knowledge into people when my competitors were entertaining them.

When people see that you`re different, they fall in love with what you are doing.

I wouldn`t tell you how much money i made through Facebook (I don`t even know the specific amount if I want to tell you), though it wasn`t so much, i did far better than my competitors.

If you can differentiate yourself from your competitors, you have got a good position that will attract customers to you and make them be willing to pay for what you`re selling. You will make more money and grow your company fast

6. You can position your product as being strong

Volvo positions their product (car) as being strong and safer than the competitors. Bamburi Cement is being positioned in recent time as being strong. Look at its package and you will see something like, "3x stronger"

Most of us want to buy things that will stand the test of time so if we know a product as being strong (or safe in the case of products like cars), we are more likely to buy it than that of the competitors.

That`s the reason why a product that is being marketed as stronger may win the market, sell more and make more money,

7. You can position your service as being fast

I wrote on my facebook profile sometime back that we don`t actually have 24hrs in a day. I proved my point by saying that the hours we spend sleeping, bathing, eating, watching useless movies (most movies are useless, don`t you know) etc. are actually not part of our life time because they are not productive time.

We are living in a world where time is the true currency. We just have too much to do and too much things to waste time on (T.V, football, etc.) so whenever we see a product or service that can save us time by being quick or fast, we go for it.

That`s the reason why FedEx positions itself with the motto: “overnight”, quick.

So after you have discovered a space to be occupied in your market, what is the next thing?

Make a noise about it.

Write about it in your flyers, sign posts. Paste it inside your shop or office. Write it on every marketing material you`re using and continue in spreading that word.

You can even write it as part of design of your product.

Final thing on positioning and growing a business.

Whatever space you intend to occupy in the mind of your target audience, you must be consistent with it.

You don`t tell people you are strong today and tell them you`re fast tomorrow. While other positions can be claimed along the line in your marketing materials, the major position you decide to take must be obvious everywhere and in every of your marketing strategy.

Secondly, you must be faithful to your position. If you are not, it is just a matter of time before you will kill your product with your own marketing.

If you sell something to people and they find out that what you claim about it is not so, they will hate your product or service and help their friends to hate you too.

Chapter 6

Advertising & Techniques to Sell Your Products Fast



Advertising is a persuasive **marketing** communication from a company, organization or persons with the intention of getting a particular audience to take certain action or to continue in particular action.

Advertising is usually having a commercial motive behind, though there may be some adverts which are non-commercial. Most adverts are either from a company, a political party, an interest group or other commercial organizations.

Advertising, just like most other things has been in the world with us for as long as the world itself. As we advance, so do the ways by which we advertise ourselves, philosophies and businesses. The ancient China has what is known as oral advertising of bamboo flutes played to sell candy (as recorded in the classic of poetry in around 11^{th} to 7^{th} centuries BC)

There was also Indian rock art painting which could be traced back to 4000 BC.

There are several medium by which advertisement gets to the target audience. We have Newspaper, Radio, Billboard, Television, Magazine, Direct mail, Text messages, Social media, Blog, etc.

The medium of advertisement a business/company chooses depends on what it`s offering and its target audience.

Over the years, advertising has advanced in terms of mediums and messages. For example if you were talking about advertising in the early 80s, you wouldn`t be talking about blog, social media or text messages. You as well would not be talking about several creativity and innovation copywriters have brought in to the industry.

Most people are of the opinion that the tobacco innovative advertising of the year 1920 marked the beginning of modern advertising.

In the year 2016, $763 billion is estimated to be spent on advertising worldwide. This shows how advertising is more important today than it has ever been.

So why is advertising that important to a business, organization or interest group? Because the competition in all field or industry is becoming tougher by the day.

You could produce an average product in the last 100 years and become a millionaire without a single marketing or promotion. You could render a good service in the last 50 years and become rich with just a little advertisement. In today`s world, average products/services do not sell, good products/service do not sell much and even great products/services need smart marketing.

We can talk about branding, packaging, positioning and many other elements of marketing, but they are all “insiders”. The only thing that takes you to the minds and hands of your target audience is advertising.

You may brand your business, position yourself smartly and brand your products/services and still not selling enough to make your business profitable, if there isn`t good advertisement.

Now you may ask me, can every business advertise?

Yes, even small businesses at the village, as I will share with you through bellow tips.

1. **First think about your positioning**.

Even before thinking of advertising your products/services, you have to invest a lot of thoughts into your position in the market place. Do you have any unique strength you`re known with by your market? Is your product/service in anyway different than that of your competitors?

Do you have a better product, faster service or more professional staff?

You have to first sit down and see something in your product/service that is unique and makes your offer more valuable than that of your competitors.

After discovering this strength in what you`re selling, the next thing is to position yourself as "the business" that fills that gap.

Let me give you an example on how a company does this.

Bamburi Cement is having a position which is, "3x stronger". By this, Bamburi is positioning its cement as stronger (better) than those of its competitors.

What you have to be careful of here is that, your claim must be true or else your marketing effort will fail. If Bamburi Cement is not (truly) stronger and the company claims it does, it`s just a matter of time before consumers will know and that`s going to be a big failure.

Position yourself as a better product/service in a way, then…

2. Invest much time on your branding and packaging

Yes, I said earlier that branding and packaging are "inside thing". However, it`s what you have inside that you want to take outside. The truth is, people still judge the book by its cover. If

what you`re selling is not well packaged or you don`t create a good brand for your business, your advertising and other marketing efforts will not be successful.

3. Find out who your real customers are.

Who are those who need what you`re selling? Where do they live? How is their daily activities like? Where do they work, school or play? How can they be best reached?

The more you know about those you want to sell to, the better your marketing message will be because you will know what language, slang or communication style they can best react to.

4. Let your customers advertise your products/services for free

Since the beginning of the world, there has been various fashions of word of mouth advertising, whether for products, services or individuals. In the Bible, when Nathanael saw Philip (John 1:45), he said, "We have found the Christ". That`s the word of mouth advertisement.

Human beings are so good and kind that when they have a good experience with certain product or service, they love to tell their friends and relatives about it.

We all do this.

Few days ago I was talking with a friend on phone. He doesn`t like Safaricom. I am one of the most loyal customers of Safaricom (I have two active Safaricom Sims) and I love to promote Safaricom whenever I am opportune to, so I started persuading my friend to become a regular Safaricom customer. At a point, he told me, "don`t advertise to me".

I immediately understood what I was doing… word of mouth advertising.

One free (and very effective) promotion you can do for your product is the word of mouth advertisement. How can you do this?

Encourage your customers to talk to others about your product/service. Give them something as reward if the need be. And…

5. Produce/sell a truly great product/service.

As I earlier mentioned, the era of average products is gone. The era of good product is going. For any business person to actually make a lot of money in today`s highly competitive market, he/she must take to the market, something truly unique.

You cannot sell an average product through word of mouth advertisement. You cannot sell a good service through the word of mouth advertisement. The reason is because until people can say "wow" about what you offer, they won`t be willing to tell anybody about it.

A creative product/service can easily be marketed through the word of mouth advertisement. That`s why you have to offer something truly great or unique.

6. Don`t advertise your products/services. Advertise your USP.

Now when you`re willing to put together some marketing messages on your signboard, billboard, poster, or radio, TV, newspaper, social media, blog or whatever other medium you choose, you have to advertise your Unique Selling Promise (USP), not your product.

The reason is this.

Other businesses are selling what you`re selling. For example you wouldn`t write in your signboard, "buy bread here". That`s not persuasive, does it? What if we use, "buy low-sugar, but sweet bread here"? Now, you`re sounding unique and persuasive. For people who know that sugar is bad for their health, you`re the man.

You wouldn`t want to advertise your hospital in the newspaper by saying, “get hospital services at so and so address”. Instead, something like “we are malaria specialists. Come to our hospital at…” may be more persuasive.

I`m sure you get my point. Don`t tell the world about your product, hundreds of products like yours are already in the market. The only thing that can persuade people to buy from you is your Uniqueness.

7. Advertise benefit or solution, not your products/services.

Who actually cares about what you`re selling? You and some of your employees. Nobody else does. The reason why consumers want to buy a particular product or service is because it solves their problem or because buying it benefit them in a certain way(s).

For your marketing message to be persuasive, it must not talk about what you`re selling. It must talk about how what you`re offering will make people`s life better.

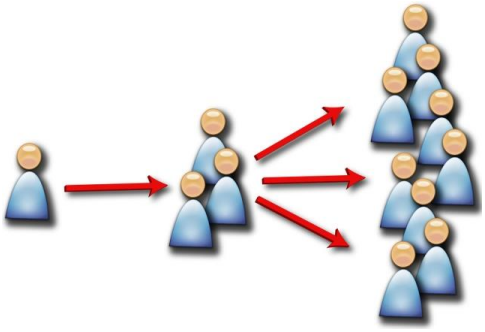
Sky Bank of Nigeria ranned a wonderful advert that won some cool awards (I think) few years ago. That advert features an assumed customer who says, “I wish I had a friend, to help me grow every day”. Then there is a slogan, “saying yes to your dream.”

Sky Bank didn`t advertise banking, they advertised benefit.

Don`t advertise what you`re selling. Nobody cares about it. Advertise the benefit consumers will derive from buying your products/services.

If well put together, all the above 7 advertising techniques can help you to run a successful ad for your small or big business.

Word of Mouth: How to Advertise Your Business for Free



Word of mouth advertisement is a free advertisement by which customers tell their friends and, colleagues and family members about certain products or services they have used and like.

We all do it every time. Not with the intention of helping the company involve, but to help our friends or to boost our own ego.

Let`s think about this scenario.

I`m a lover of book. I love reading and once in a while I come across a great book. What I do next is to tell my friends or even write about it on Facebook.

I`m not doing this to help the author of the book I love. Instead, I'm doing this maybe to help my friends to read that great book too or to boost my ego as "the man who reads many books" (you know such pride, don`t you?).

While I'm satisfying my human needs, I'm doing something I might not know… I am advertising the book for the author.

If that book is truly great and many people can spread the word the way I do, such a book may sell more copies than what the most expensive advertisement can sell.

One good thing about word of mouth advertisement is that, it works better than other form of advertisement and promotion.

The reason is simple.

You`re likely to believe your friends than a newspaper or T.V set. You will react positively to what your family member tells you than what a radio tells you.

If I pick my phone now, draft a message and send it to some of my friends about certain products or services, some of them will not check the internet to see how good such products are before they buy them.

You too have influence on some people like that.

The second interesting thing about word-of-mouth advertising is that, it`s free. The most effective word of mouth advertising is free. The company or business involve really doesn`t pay people to advertise them.

Yes, sometimes it may require some money to apply word-of-mouth advertising techniques (as we will discuss soon), but you will as well see that such money spent is a good investment with good Return on Investment (ROI)

Third interesting thing about word-of-mouth advertisement is that, every business owner can use it, either to sell products or services.

Let`s look into few things you can do to make the word-of-mouth advertising work for you.

1. **Add “wow” feature to your product/service**

Sometime back in a Monday morning I called Safaricom customer care line and complained about their slow browsing network. The man answering my call asked me, “is the network going at all”? I answered yes, but very slow.

If people in 19 century could see the kind of the so called “slow network” I’m complaining about today, they would think they have experienced heaven.

Average things doesn`t satisfy us in today`s world, good things doesn`t please us. Only great things make us smile.

For anyone to tell another person about what you`re selling, he or she must experience a “wow” treatment.

You have to outsmart your competitors with better service. You must outperform your competitors with better product.

You have to treat your customers like human beings (seriously, many business owners treat their customers like animals). He`s the reason why you`re in business. He`s the king and has to be treated so.

If the above elements (great product/creative service and good customers` service) work together, more and more people will joyfully tell others about their great experience.

Just as I have said, not really because they care about you (nobody does), but because they want their friends to experience such good thing or just to boost their ego.

2. Give free samples

Even after you have gone to the market with something really creative, word of mouth advertisement may not still work for you.

Why?

Because we are in a very clumsy world. The noise in the market place is too much, so much that even good products are not seeing.

I have spent hours on the internet today to search for a particular service I needed for my business, but I have a big problem.

My problem isn`t that I couldn`t find what I was looking for. My problem is, there are too many options (attractive options). At a time I got tired.

As a psychology student (in my library, you know). I understand that human mind gets bored when there are too many alternatives he must choose from, yet I wish to get the best so I have to search for many companies rendering the service I needed.

Such is the picture of what our today business word is. That`s the reason why so many promotion get lost and advert go unnoticed.

Your creative product/service need something to drive it. Yes, good brand, good positioning and good packaging are all needed, but also think of free samples.

Does free sample work? Why does free sample work, if it does?

I have tried free sample and I can tell you that it works (provided you do it right as I will explain soon).

Ok, why does free sample work?

Because human beings love free things. In fact, the word free and the word gift are two of the most powerful English words.

We all love gift (even when you become a millionaire, Ksh.100 gift might still make you happy). We all love free things.

Now to use free sample as a marketing tool, many business owners have gone into the market place with a junk of products, distributed it and expect result.

It never come.

Why? Because though people love free things, they think you`re playing on their intelligence if you give them free junk.

Instead of this to help your business promotion and word of mouth advertising, it fires back and hurts you.

After reading a book called *Idea Virus* by Seth Godin few years ago, I decided to give out the most populous business eBook i have ever written, for free. That book is called, *The Business World and What School Din`t Teach You About Business*.

Seth Godin is of the opinion (just I am) that whatever you will give out as free sample has to be something valuable.

If it`s valuable, people remember your business for good and tell their friends, family and colleagues about your business.

Yes, some small businesses cannot give out free samples, but they can give out exceptional products/services to their little customers (after all every business starts with little customers) and do the following:

3. Provide customers with the tools to spread your "gospel".

Even with little customers who are patronizing a business, if the products/service of that little business is truly creative, they can become the "evangelists" of such small business.

But you have to give them the easy tools by which they can share your virus (sorry, that`s what Seth Godin calls it), it means your free (great) sample.

Some big companies give out shirts, caps or pens. What for? So you and I could spread their "good news" easily.

As a small business owner, you can design a little card, give it out to your customers as a "ticket" for their friends to be able to enjoy your service at 50% reduction. By doing this, you`re spreading your business` "gospel".

If you are online and having a website, you can have social media sharing buttons on your website. You can do this for free. When your customers come into your website, they share your products, services or blog posts with their Facebook, twitter etc. friends.

This way, they are helping you to advertise your products or services without you paying a shilling. That`s the power of the word of mouth advertisement.

Chapter 7

Pricing Strategies
How to Price Your Products for Great Profit



Just like many other things in the business world, product pricing has strategies which have to be mastered.

How you price your product/service can be the difference between a profitable business and failure.

There are various pricing strategies known by the business genius. These strategies are tested and you can trust them to help you in your product/service pricing.

Before I share that with you, let me tell you these three truths:

1. **Your customers don`t know how much your product/service is worth**

As a matter of fact, human beings don`t have value meter on their heads. Don`t assume that people know how much they should buy things, they don`t.

What actually happens is that, we usually make comparison between two things before we decide one is right or the other is wrong.

Let me give you an example here.

If today a telecom company wants to sell a sim card for Ksh.1,000 in Kenya, it will be obvious to everyone that such price is wrong.

Is that price wrong? Yes, it`s wrong, but it was right.

Remember Celtel in 2001 sold sim cards for Ksh.1,000 and above and people were joyfully rushing to buy them?

Now you`re getting something.

We don`t actually know how much we should buy things. The reason why we can decide that a thousand shillings for sim card is too expensive is because we have other low prices to compare it with.

That leads us to the second point.

2. Your position in the market determines the price of your product/service.

Why was Celtel able to "dupe" us by selling ordinary sim for as high as Ksh.1,000 in the past?

Because they were the leading telecom company.

Being a leader in a market gives you an advantage to price your product higher than you can otherwise do.

Coming to compete with the market leader, Safaricom had to fight with price. If you are going into a saturated market, you may have to fight with price.

But you see, when you have nothing to fight with but price, you have already lost the battle.

That`s why I will share the next point with you…

3. You can still charge good price, even if you`re not the market leader, if you have a good position in your market.

Just as I have said earlier, if you`re a "me-too" person running "we too" company, your only weapon to make sales is low price and when it comes to that, you may get to a point when the margin between your cost of production and profit is not sufficient to pay your staff.

That`s not business. That`s slavery.

What if you can be competing with other businesses in your market and still charge a moderate price?

Yes, you can do that.

You can concentrate on values. You can compete with the value of your product/service.

Do I mean a better product/service here?

Yes, but even more… a unique position in your market place.

By this I mean that you must differentiate yourself from your competitors. You must position yourself as being the leader in a particular segment, or an expert in something (which other competitors are not).

If you do this successfully, you can charge good price for your products or services… conveniently.

After discussing these three basic truths with you, let`s now go into the proven pricing tactics you can use to sell more of your products or services.

1. **Use Anchoring**

Anchoring as a pricing strategy comes to live as a result of the psychological discovery about how human brains work.

If you come across something big (let`s say an elephant) first and immediately see a smaller object (now goat), that goat will look smaller than it is in the real sense.

If you want to buy something you don`t have the idea of its price and the seller asks you to pay Ksh.1,000 and just after negotiation he agrees that you should pay Ksh.400, you`re more likely to feel like you have gotten a good bargain than if the first price the seller offers is Ksh.500, isn`t it?

How can you use anchoring in your pricing?

If you`re selling varieties of items, make sure you place the higher price items before the lower price ones.

If you`re selling a suit for Ksh.5,000, the best way to sell it fast is to place it right after a suit of Ksh.7,000.

What happens is, when people first come across a suit of Ksh.7,000 and then sees another for Ksh.5,000 that second price looks ridiculously cheaper than it would have been if there was never an anchor (the first, higher price)

2. Nine is still powerful

Price ending in 9 is powerful, even till now. I know you must have been seeing prices of different items which end in 9. It was no mistake. It was a deliberate tactic of the smart marketers and business owners to price their goods and services for Ksh.499, Ksh.999 etc.

Instead of pricing your product for Ksh.500, why not Ksh.499?

Price ending in 9 will sell more of your products than price end in even numbers.

3. Write it small

In human mind FIVE HUNDRED SHILLINGS is more than "five hundred shillings".

If your price is written big, your customers will (unconsciously) see it as expensive.

4. Give two pricing options

As I have said earlier, we humans really don`t know what good price is. For us to know we`re buying at good price, we must compare two prices.

That`s the reason why some of us love to visit more than one sellers before we buy a particular item… we want to compare their prices.

Now you can help your customers to compare prices easily.

How can you do this? Give two prices for your product/service whenever it`s applicable.

You can offer your service and offer the premium of the same service (with additional value). If the price of what you`re selling is Ksh.2,000, premium version of it could be Ksh.5,000.

Why you may not sell much of the premium, more people will buy the normal version. Why? Because it`s now easy to compare between two prices and see that one is better.

This is an example of how a monthly magazine (or any other business) that requires customer's` subscription can do this;

Paper version of the magazine`s publication = Ksh.2,500/annum

Paper version + online version = Ksh.4,000/annum

Since it`s now obvious that one price is better than another, it`s easier for your customers to compare the prices and go for the "cheaper" one (which is not actually cheap, but become so after comparison)

If applicable, create a premium version of your product/service. You may not sell more of that premium version, but you will sell more of your ordinary version.

5. Don`t price everything the same

Human mind get confused easily. If you`re having boutique and most of your clothes go for the same price, your customers will not be able to compare prices… which is very important for them to know which is better than what.

They won`t just know which one to buy and they may just decide not to buy anyone. This is likely to happen because, to a large extent, most of us judge quality by price.

Tell me you buy a pair of shoes for Ksh.2,500 and I will assume it`s a good shoes, so by the time all your products go for the same price, people tend to be confused as per which is better than which.

Let`s talk about something similar to this…

6. Don`t sell good thing too cheap

I have read about the experience of some people who increased the prices of their products, and unbelievably, the demand increased as well.

In my personal experience, I have sold a digital product and received great testimonies from 90% of people who bought it, but when I give it out for free, maybe 1% of people even like it.

Why? We have been programmed to judge things by their prices. “If it`s costly, it must be good”. That`s how we think.

How can this affect you as a business owner? If you have a great product and decide to sell it at a cheap price, people may assume it`s a poor product.

Now you have a task of deciding between a moderate and cheap prices.

7. Present it in bits

I was on a website few days ago. The author is selling a one month course for $29. Instead of him to write, “Buy this course for $29”, he writes, “for less than a dollar per day, you can get this course…..”

This helps people to see his product as “just a dollar per day” and not “$29”.

Can you present your offer in bits?

If people have to pay for your service for a whole year, you can reframe that price, help them to convert it to monthly payment and then present it as, “a year service for ksh.10,000. That`s just Ksh.830 per month”

It`s easier to think of Ksh.830 per month than Ksh.10,000 per annum.

Ksh.830 per month is “cheaper” to the brain than Ksh.10,000 per annum, isn`t it? Yet, they are both the same.

8. Add “just” or “only”

I used it above. The word “just” “only” “a token” and other words that sound small make people to assume it`s actually small.

You wonder why it`s that way? We humans are not rational. We`re irrational. We don`t know as much as we usually want to think we do.

You have seen it in places. Marketers use the word “only Ksh.50” or “just Ksh.900” etc. to sell their products or services and it works.

Add “only” “just” etc. before your prices and sell more of whatever you`re selling.

9. PWYW

That`s “pay what you want”. If you are selling digital things like music, eBooks etc., you can try this. Ask people to pay whatever they want, then suggest a minimum price.

What happens here is that, you have removed the first resistance of “I can`t afford it”.

Pay What You Want sounds so good that everybody will be open to your offer (after all, I can pay whatever I want to get this, isn`t that?)

If you intend to sell such product for Ksh.300, you can then suggest that buyers pay Ksh.300, Ksh.500 and above. Then add, "Just anything you can afford".

What happens here is that you have suggested the lowest price you want (and trust me, most people will not go below that). Some people will pay above your actual price, some will pay exact amount but the joy of it all is that… you will sell more of your products.

10. Beware of comma

Look at these two prices: 6,000 and 6000. Which of them look more expensive?

Look at these too; 5,000.00, 5,000 and 5000.

You get my message. If your price has the comma and that dot, it looks expensive than if the two are removed.

"But that`s not a correct way my math teacher taught me"!

Well, your math teacher taught you mathematics. I am teaching business.

Chapter 8

Network marketing

How Kenyans can exploit this world's most amazing business opportunity



Want to understand the nature and potential of the network and multi-level marketing business in Kenya and Africa? You're about to learn a lot of great stuff!

Some of the world's richest men including Donald Trump and Robert Kiyosaki have often described network marketing as a business of the future.

It is an interesting business concept and opportunity that allows ordinary people like you and I to exploit the lucrative product distribution chains that have been dominated and controlled for centuries by major distributors, wholesalers and retailers.

As you will find out in this detailed chapter, network marketing allows anyone to profit and earn bonuses and commissions by selling and recommending useful products to their friends, family and total strangers.

Some of the world's top network marketing companies are already in Africa and this chapter will help you to understand the concept of network marketing and how you can become successful at it.

What is Network Marketing and how exactly does it work?

You may have come across the term 'network marketing' before. It's one of several interesting and exciting business concepts that are helping thousands of people across the world to earn a decent income.

Before we continue with the rest of this very detailed and eye-opening chapter, it is important that we fully understand exactly what network marketing is and how it works in real life.

To keep it simple, let's use one of the world's most popular product brands that you know and probably consume a lot – Coca Cola!

How did that chilled bottle of Coca Cola in your refrigerator get to you? It is very likely that you bought it at a shop in your neighbourhood or at a supermarket in town.

Well, that bottle of Coca Cola had to travel through several hands (or middlemen) before it ended up in that shop where you bought it. From the factory where it was produced and bottled, it was sold to a major distributor who sold some of it to a wholesaler who sold smaller chunks to the retailer (a shop or supermarket) who sold it to you.

This is a clear example of a **traditional** way of marketing and distributing a product.

Because of the number of middlemen involved (distributors, wholesalers and retailers), the traditional distribution chain is usually long. However, the sad thing about this type of distribution is that everybody in the chain makes money from the product except you (the final consumer).

In fact, consumers in a traditional marketing system cannot buy products directly from the factory or producer; people like you and I must wait until Coca Cola reaches the retailers before we can buy the quantities we want.



Network marketing and distribution (popularly known as 'direct selling') is very different from the traditional version.

Under network marketing, factories and producers prefer to sell products directly to ordinary people (that's why it's called 'direct selling'). This concept, which cuts away all the middlemen, allows ordinary people like you and I to sign up directly with the factory or product manufacturer to buy and/or distribute a product.

As a distributor, you can buy products directly from manufacturers at very low prices and make a **profit** by selling to other people. You also earn **commissions** for referring other people (friends, family or total strangers) to sign up as distributors.



Because network marketing companies sell their products directly to consumers, they usually spend very little on advertising and sales of their products. As a result, many of them pay out huge **bonuses** to their distributors who sell large volumes of products during the year.

Apart from the profits, commissions and bonuses that can be made as a distributor for a network marketing company, the thing that makes this business opportunity very attractive is the **passive** or **residual income** that it can make for you.

Passive or residual income is money that you make without any active effort. Unlike a 9-to-5 job which you must work at in order to earn a wage or salary, passive income doesn't require your efforts or presence; it just keeps rolling in.

Other popular passive income streams include: investment in stocks, real estate, and interest on your bank savings account.

Many people often refer to 'network marketing' as 'multi-level marketing'; both terms are very closely related and we'll explain:

Multi-Level Marketing (popularly known as MLM) refers to the compensation plan used to reward distributors in a network marketing business. Rather than pay distributors a commission for the volume of products they actively sell (single level), the MLM plan also rewards distributors for the work done by distributors they recruit (multiple levels).

For example, if you directly recruit five people to join your network marketing business, you will earn commissions on any sales that they make, even if you're not directly involved. This is the amazing power and opportunity of network marketing.

It provides a unique opportunity to make money from your effort (active income) and from the efforts of others (passive income).

Top Networking Marketing companies in Africa

Compared to the rest of the world, network or MLM marketing is a relatively new concept in Africa.

However, there are now just a few network marketing companies in some parts of Africa and nearly all of them are in the health and wellness business – an industry that is worth several billion dollars every year. The products distributed by these companies include nutrition and dietary supplements, weight management, beauty and personal care products.

The demand for these products is expected to grow rapidly as more Africans rise above the poverty line and demand products that will improve the quality of their lives.

The network marketing companies listed below have been in business for decades. Very few businesses (if any) with low-quality products or an illegal business model can last very long.

Because their businesses have thrived for many years in several countries across the world, the companies listed below are my best examples of network marketing companies that currently exist in Africa.

- Forever Living (https://foreverliving.com)
- Amway (http://www.amway.com)
- Avon (https://www.avon.com)
- Nu Skin (https://www.nuskin.com)
- Herbalife International (http://www.herbalife.com/global)

An African network marketing success story…

John and Justina Ekperigin are a Nigerian couple and the Number 1 distributors of Forever Living Products (FLP) in Africa.

John, who has been a university professor for over twenty years, joined the FLP network marketing program with his wife (a pharmacist) in 2002. With no prior experience at all in marketing and sales, this couple has spent the past ten years building a vast network of downline distributors and customers.

From a bonus of $118 earned in 2002, John and Justina received a cheque for over *half a million dollars* in commissions and bonuses in 2012.

Today, John and Justina Ekperigin have become Double Diamond Managers, the first African distributors to achieve such a feat throughout FLP's 35-year history.

Forever Living Products International is based in the USA and sells aloe vera-based drinks, honey bee-derived products, cosmetics, nutritional supplements and personal care products through a network of over 10,000 distributors in Africa.

Apart from profits earned from selling products, FLP distributors earn multi-level commissions from the network of distributors they recruit. Distributors who meet certain targets or sales volumes often qualify for brand new cars, travel to exotic locations, end-of-year bonuses and a share of FLP's company profits.

Forever Living is one of the most widespread network marketing companies in Africa with a presence in over 20 African countries.

How is network marketing different from pyramid or schemes?

So far in this chapter, i have explained that network marketing (or multi-level marketing 'MLM') is a strategy used by some companies to promote and distribute their products through a network of distributors who are compensated for selling products and recruiting other distributors.

On the other hand, pyramid schemes are fraudulent schemes that look very much like multi-level marketing but with some differences that may not look very obvious at first.

Pyramid schemes are intended to look like a legitimate marketing strategy in order to deceive and take money away from people who cannot spot them or tell the difference.

Popular pyramid schemes tend to show up from time to time but are soon discovered and shut down. Most times, hundreds of people would have lost their money (investment) before these illegal pyramid schemes run out of business.

Since these fraudsters are likely to convince you that their business or investment is MLM and not a pyramid scheme, I have identified the main differences between them below.

These 'warning signs' will help you identify the fakes who are really desperate to rob you of your hard-earned money.

Warning sign #1 – Pyramid schemes do not sell any 'real' products

Unlike network marketing or MLM companies which use their distributors to sell their products, pyramid schemes do not sell or promote any product that provides any real value to its users or consumers.

You would have noticed from the list of network marketing companies i shared with you earlier in this chapter that nearly all of them produce and sell health, skincare and household products that offer real value to people.

In fact, the best products for a network marketing business are 'everyday' products (like soaps, makeup and dietary supplements) which ordinary people use in their daily lives. The daily use of these products makes it possible for network marketing distributors to sell huge volumes.

Warning sign #2 – Pyramid schemes emphasize recruitment over sales

Whereas the main goal of a network marketing company is to sell huge volumes of its products through its distributors, a pyramid scheme usually focuses on getting more members. This is not surprising since they do not promote or sell any real products.

Pyramid schemes usually focus on recruitment or new memberships because it's the money taken from these new members that is used to compensate the older members. This is why pyramid schemes usually fall apart when they are unable to recruit enough new members to sustain the 'commissions' they have promised to older members.

Pyramid schemes just recycle money, and the last set of members to join the scheme are often the ones who lose out.

An example of Pyramid Scheme Company in Kenya is *Social Biz Connect.*

Warning sign #3 – Pyramid schemes usually don't last long

Yes, this is one of the most obvious warning signs of a pyramid scheme. They usually start up with a bang and are very popular; many people join, some make money, and all of a sudden, the pyramid scheme crashes when their game is up.

On the other hand, many of the best multi-level marketing companies have been around for a long time; some of them are several decades old. Because their business model is supported by large sales of quality products that their customers appreciate and value, MLM companies are able to survive through the years.

Pyramid schemes are a house of cards that are doomed to crash. It's much better to work with a business with a long history and proven track record than to gamble your money away on a "one-day wonder" business that promises lots of 'free money' and commissions.

How to succeed in Network Marketing in Kenya

For those who get it right, network marketing has a huge potential to make a lot of money for serious and hardworking entrepreneurs.

Like every successful business, there are a couple of very important things you must consider before starting a network marketing business. I have identified a couple of these important points for you below:

#1 – Join a company that is right for you…

To succeed in networking marketing, you need to join a company with the right products, flexibility, compensation plan and support that works for you.

The company must have products that will sell well or 'move' in your local market, area or country; there's no point selling a product nobody is interested in.

As a new distributor for the company, there has to be enough guidance and strong support to help you start up and succeed in the business. Most network marketing businesses are organized around teams which comprise older and experienced distributors who help new members to find their feet.

It also helps if you are a 'true fan' of the products you are selling and personally use and like them. Many of the successful and high-earning distributors in Africa are strong ambassadors of the products they promote.

Yes, practicing or using what you preach is very important in this business!

#2 – It's not a get-rich-quick business!

I'm sorry to break your heart with this one.

While you can make a lot of money from this business via profits from the products you sell, bonuses and commissions, you must avoid the temptation to think of this business as a get-rich-quick opportunity. Unfortunately, network marketing is often branded as a 'quick route to riches'. Nothing could be farther from the truth.

Succeeding as a network marketing distributor will require hard work, constant learning and a lot of action. You will need to study the products and know them very well so you can answer any questions that come up while you engage with potential buyers or customers.

You need to know how to make sales presentations and follow-up telephone calls. Entrepreneurs who succeed in this business are go-getters, focused and determined to achieve tough sales targets.

As you can see, it's not a walk in the park. Although it is very easy to become a distributor for an MLM company, the thing that separates successful distributors from the others is that they are hardworking and remain in the business long enough to reap the benefits.

Don't forget, it took John & Justina Ekperigin (the successful FLP distributors profiled above) about 10 years to earn half a million dollars from the business.

Are you ready to explore the network and multi-level marketing business in Kenya?

Becoming a distributor for a network marketing (or MLM) company such as Forever living, can be a very rewarding business. Unlike a traditional job, this type of business allows you to be your own boss – flexible working hours, the power to determine how much money you earn and the opportunity to travel on exotic trips.

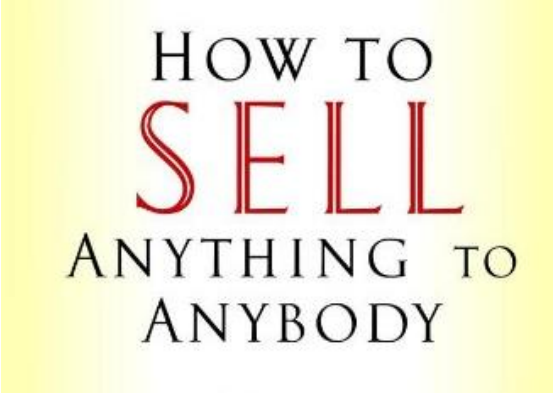
This makes network marketing a good choice as a home business and for entrepreneurs and people looking for a source of additional or side income. The potential to make passive income from a vast network of distributors is also a huge attraction to many people.

I believe that the opportunity i have shared with you in this chapter can be taken further by your creativity and energy.

If you are confident, a network marketing business will work for you, i advise that you visit the websites of the top MLM companies i mentioned earlier. I also recommend that you increase your knowledge of network marketing by reading books on the subject. It could also help to interview existing distributors of the company whose products you would like to promote before you join this business.

Chapter 9

How to Sell Anything to Anybody



Successful salespeople aren't born; they learn the skills they need through trial and error. The trait that sets a professional salesperson apart from an amateur is that a good salesperson can sell anything. Why? Simply put…the basic principles of good sales are the same whether you are selling vacuum cleaners, used cars or real estate.

Once you understand these basic concepts and start applying them in your own sales, you will immediately see a difference in your profits. These tips change how you sell because you are catering to your customer's needs properly.

It starts by realizing one important concept – you and your customer are on the same side. Sure…you may be sitting across from them at the desk, but your job as a sales professional is to understand their needs, build a genuine interpersonal connection with them and finally, close the deal in a way that leaves everyone feeling good about the sale.

But this chapter isn't limited to sales professionals only. Everyone should have a basic understanding of the sales process. Whether you are selling yourself as a potential employment candidate at a job interview or selling an old car via the local newspaper or Olx.com, understanding what makes for a good sales experience can help you do these things more effectively.

These tips should help you bring your sales (and customer satisfaction rating) to levels you never imagined possible.

Let's discuss this tips one by one…

1. **Know Your Customer**

Before communicating with your customer directly, you should take some time to understand who your customer actually is. This varies depending on the type of product you are selling, the environment and a host of other factors, but the basic knowledge is still the same.

For instance, if you are a car salesman, you need to understand that customers come to because they are interested in purchasing a vehicle. This may seem obvious but it is a fact that is often overlooked by sales people. Likewise, if you are a real estate agent, people hire you to help them sell a house or purchase a house.

Becoming a sales professional means understanding the simple needs of your customer before you even interact with them. There are much more complex components of the sales process as well, but it all starts with an understanding of the customer's basic need.

One of the most profound realizations you can make as a sales professional is that you are providing a service to others. It's not necessarily about getting a large commission check (although that is a perk), but more so about guiding customers along a path to find a solution. Think of yourself as a tour guide – an expert in your field – that has been assigned to aid customers as they travel through the jungle otherwise known as the sales process.

Although this concept may seem rather abstract, it is mastery of this simple concept that truly separates salespeople from sales professionals. Fortunately, it isn't a difficult concept to master. Just remember that you are working with the customer, not conspiring against them.

2. Know the Product

Have you ever had a purchase experience where you felt like you knew more about the product than the sales person? This could happen at the car lot, real estate office, furniture store or practically anywhere else you make a purchase.

Do you remember feeling hesitant about your purchase because the salesperson was not knowledgeable? As a sales professional, you must always keep in mind that your primary goal is to be a product expert capable of making sure your customer feels confident in you and the product. One of the best ways to do this efficiently is to know your product inside and out.

Depending on the type of product(s) you are selling, there might be a lot of information to take in. Even though you may be excited about the idea of getting out there and mingling with customers, you need to take the time to understand the product fully before speaking with any customers. You will not be doing yourself or your customers any favors if you skip this important step in the sales process.

After all, how can you hope to help guide a customer through the purchasing decision if you are not even sure what the capabilities of the product are or how a particular product can meet the needs of a specific customer?

Learning your product takes many forms. It could be reading literature about the product or using it personally to become more acquainted with product features and benefits.

Like learning your customer, this is a critical step that you must accomplish before even sitting down to deal with a potential client. If you fail to complete this step in its entirety, you risk your own credibility and perhaps more importantly, the chances of closing the sale are very slim. Even the worst sales people in the world sell products sometimes, but only a true sales professional is capable of changing a deal-breaker into a closed sale and a happy customer.

As you will learn below, there is a lot more involved in successfully closing a sale; however, a lack of product knowledge puts you at a significant disadvantage in practically every sales situation you encounter.

3. Communications

Sales is all about communicating effectively. You need to understand what your customer wants and needs and be able to translate that into a product or service that meets these needs. You also need the ability to overcome any objections your customer has. These are all aspects of effectively communicating with people.

In fact, most of the remaining tips in this chapter are based on your ability to effectively communicate with your clients. Whether you are working with customers in a retail setting, a business environment or over the phone, the basic rules of communication are always the same.

If you are not confident in your ability to communicate effectively, this is definitely a skill you should hone before meeting with clients. You may also be required to communicate via written means including email and even thank you cards.

4. Asking Questions and Getting to Know Your Customer

Hopefully, you already realize the importance of understanding who your customer is before actually meeting them. Combined with ample product knowledge, you can walk into any sale (with any customer) and begin the actual sales process confidently.

How do you do this?

It starts by asking questions. You want to understand everything you can about your customer so you can make proper recommendations that meet the needs, wants and desires of these customers. If you can find a product that meets all of these customer attributes, closing the sale is easy.

Sure…the customer may still have concerns such as price, but these are typically easy to overcome if you present the product as the perfect solution for that specific customer. You can do that by understanding exactly what is motivating that customer to contemplate a purchase and this understanding comes from asking the right questions.

Believe it or not, asking the right questions isn't difficult. As a sales professional, your most powerful asset is not your mouth. It is your ears. By listening to your customer, you can figure out exactly what makes them tick or perhaps more appropriately, exactly what makes them say yes.

The car buying process is an excellent example. A good salesperson asks all the questions that may be relevant to the buying process. Interestingly enough, many customers do not know what type of vehicle they would like to buy and this is your opportunity to put your product knowledge to use.

When selling a car, you need to know how many people are in the customer's family. You also need to know what they typically use the car for. For instance, is this vehicle going to be used to take trips to the beach, vacations or is it a vehicle that will be used simply to commute to and from work?

The trick is to ask questions that get to the underlying issue of features and benefits. Features and benefits are one of the most powerful tools you have as a sales professional. Continuing with the car buying example, your job is to point out features and benefits based on the information you have learned from talking with the customer, understanding their needs and listening.

For example, one customer may be concerned about fuel mileage while another customer might be more concerned with the vehicle's crash test ratings. Both are valid concerns, but each concern will weigh differently into each customer's purchasing decision. Since you have spent time understanding the customer's needs, you can present the features and associated benefits that pertain directly to that customer.

This idea transcends every sales process for any product. In other words, it doesn't matter what you are selling as long as you present it in a way that makes sense to the customer and appeals to the unique motivators that have made them a potential customer in the first place.

5. Making a Genuine Connection

Almost as important as understanding the needs of your customer is being honest with him or her.

The key thing to remember is that you are on the same side as the customer. Sure…you may be sitting across the table from them during the deal, but always realize that an honest approach works better for you and for your customer.

Customers are human – just like you. Although they may come to you to make a purchase, most customers are scared. They are scared because money is difficult to come by for many people (especially given the state of the economy). It doesn't matter if you are selling a product that costs Ksh.30 or Ksh.300,000, people are apprehensive when it comes to spending money.

It also doesn't help that salespeople have been stereotyped as evil liars out to trick people into parting with their hard-earned money. This is a stereotype that every good salesperson must learn to overcome. The easiest way to overcome this perception is to be genuine with people.

Although your customer may not understand every detail about the product you are selling, most people know when they are being lied to. That means you need to spend a great deal of effort being of genuine assistance to your potential clients. Your honesty shines through the preconceived notions a customer might have about you going into a deal and makes for a functional business relationship that could be profitable for years into the future.

You should have a very gentle mentality when dealing with customers. Don't walk into a deal thinking you are the best salesperson for the job and that if anyone can close the sale you're the person to do it. Although these things may be true, you will be better served by leaving your ego at the door and being the best listener you can. Customers appreciate this genuine interest in their needs much more than any slick sales tactics you might learn along the way.

6. Getting the Customer to Say Yes (As Often As Possible)

Obviously, customers need to agree to the terms of the sale in order for you to become a successful salesperson. One way that many sales professionals accomplish this is to keep the customer saying yes throughout the sales process. This isn't a way to trick the customer. Rather, it is a way to keep the tone of the conversation positive throughout the sales experience.

You can do this very simply by asking questions designed to keep the customer in a positive buying mindset. For example, a car salesperson won't ask a customer what color car they want. This could be answered in many ways and if a particular color isn't in stock at the time, it could put an end to the purchase long before you have a chance to close the sale.

Instead, a good car salesperson will ask the customer if they would like a dark or a light colored vehicle. Although this isn't a yes or no question exactly, it is the type of question that keeps the customer thinking about the benefits of the product being demonstrated without giving them an opportunity to object for some unrelated reason.

You could also make statements where yes is the only logical answer. For instance, statements such as "It's a beautiful day, isn't it?" may seem tacky, but these questions force the customer to say yes throughout the sale. The more often the customer says yes during the presentation, the more likely they are to say yes when it's time to close the deal.

When combined with a genuine interest in the needs and wants of the customer, this tactic provides a very positive overall experience for the customer. If a customer has enjoyed the experience and does not feel that they were pressured into something they were uncomfortable with, you are in a much better position to ask for the sale and join the ranks of elite salespeople worldwide.

7. Building Rapport

Working with your potential clients isn't all about the product. As a sales professional, you should also focus on the customer as an individual when appropriate.

This could be as simple asking about the customer's family or sharing personal stories of your own that you think the customer might be able to relate to. Remember to be genuine; however, because most customers can sense if you are simply leading them along or trying to "butter them up" in order to get a sale.

Building rapport is a two-way street. As you are attempting to be personable and learn more about who your customer actually is, you are also showing the customer that you are a person too. Referring to the sales stereotypes mentioned previously, an easy way to break through to a client is to be yourself. If you try to build a friendship during the sales process, it becomes much easier to not only ask for the sale at the end, but your chances of actually closing the sale also improve greatly.

8. Perform a Thorough Product Demonstration Whenever Possible

Unfortunately, many sales people become complacent. If you have been in the sales world for any length of time, you have probably encountered these individuals. They try to pre-qualify customers based on traits that have nothing to do with the sales process.

These people might say things like "They aren't buying…look at the clothes they are wearing" and similar prejudicial statements. Not only is this unfair to the customer, but it can also cost you a lot of sales.

Another aspect of this complacent attitude is not performing a full product demonstration whenever possible. It doesn't matter if you are trying to sell a car, a house or an expensive software solution to a financial institution – if you aren't providing your customers with a full demonstration each and every time you are losing out on sales.

Especially when it comes to big, expensive purchases, customers want to see the product actually work so they can assess for themselves whether the product meets their needs. Far too often, salespeople skip this step. Maybe it's because they have already dismissed the customer as a window shopper not worthy of their time or maybe they are hangover from a long night, but either way, skipping the demonstration phase of the sales process could cost you a lot of sales.

Even if you are fortunate enough to still get the sale with a substandard or non-existent product demonstration, you will have to combat more objections. Specifically, many customers want to haggle over price. Since you did not show customers why your product is a perfect solution for them, most customers will have difficulty seeing the value in the product and may look for steep discounts before making a purchase.

Not only can this greatly reduce the size of your commission check, but it also leaves the customer feeling like the experience was everything they hoped it wouldn't be. The result is that you have reaffirmed the customer's preconceived notions about salespeople in general and the likelihood that you will get another shot with that same customer is very small.

9. Make Sure Everyone Knows What You Do

An often overlooked aspect of becoming a sales professional is making sure people know what you do for a living. A successful salesperson never misses an opportunity to share their profession with others. It could be your family, friends or people you meet during community activities.

After all, if people do not know what you sell, how will they know that they should contact you when they are in the market for the very product you're selling?

Business cards are a good way to spread the word about your product, but this is quickly becoming an antiquated method in the Information Age. If you do use business cards, try to have keep them simple and straightforward.

Other options include creating a personal sales website where people can look at your products, learn more information about you and hopefully contact you when they are ready to learn more or make a purchase decision.

10. Creating Opportunities Equals More Sales

In addition to letting people know what you do, you should always be looking for new opportunities as a sales professional. Even the best salespeople do not have a 100% conversion rate, so it only makes sense to provide yourself with as many sales opportunities as possible.

You could be at a neighborhood event, a child's little league game or a birthday party. If you hear an opportunity to mention your product or services, take it. Of course, there is a fine line between coming off as tacky and coming across as a professional that is confident in his or her product, so use your own judgment when deciding if a sales pitch is ill-timed or not.

If you do attempt to share your product with others and they are not receptive, don't get upset. Simply move on and look for another opportunity. As a general rule, if you are genuine with people in every aspect of your life, you often find sales opportunities that would not be available otherwise.

Another way to create new opportunities is to ask current customers for a list of friends and family that might also be interested in your product. If you have done a good job of building rapport with your customer, they should have no problem providing you with the names and contact numbers for people they know. The best thing about these referrals is that you already have a rapport with your customer so it is usually much easier to build rapport with friends and family members of your customer.

It's not uncommon for a sales professional to get most of their business from referrals like this. Again, a genuine concern for your customer's needs can go a very long way when building a referral network to further your income potential.

11. Asking for the Sale

One mistake made by far too many salespeople is not asking for the sale. Your presentation, product knowledge, understanding of customer needs, etc. could all be perfect, but if you do not actually ask your customer for their business, your success rate will be marginal at best.

Your customers are there to make a purchase. You know that, they know that and they know that you know that. Despite this common knowledge, you might be surprised by how many people are never asked for their business. They go home to "think" about the purchase only to go to a local competitor to make the purchase. The reality is that the customer probably would have purchased your product had you simply asked for the sale.

Never take this simple tactic for granted. Assuming you have done a thorough job demonstrating the product and building rapport with your customer, asking for the sale doesn't have to be a confrontation. In fact, it should come naturally as you finish your sales pitch.

Surprisingly, however, many salespeople have a difficult time asking for the customer's business directly. This is another one of those areas where there is a significant difference between a salesperson and a sales professional.

While a sales professional is confident and has no problem asking for the sale, many amateurs feel embarrassed to ask the customer to make a decision. Unfortunately, this accounts for at least as many other lost sales as practically any other missed step.

People need to be asked. In fact, studies have proven that many people that hold off on making a purchasing decision were actually never asked directly for the sale. Once that customer leaves your showroom or meeting without committing, you have much less control over the sales process and your hard work could be in vain.

Don't assume a customer knows what's on your mind. Clearly and politely ask for the customer's business once you have concluded your presentation and decided on a product that meets or exceeds the customer's expectations. Leaving this critical step out could have a serious impact on your conversion rate and the overall success you experience as a sales professional.

12. Keeping in Contact with Customers after the Sale

Many sales people make the mistake of losing contact with customers after a successful sale. What many people fail to realize is that these customers will likely need another product in

the future. Whether you are selling cars, houses or computers, most customers will need to replace the item you sold them at some point in the future.

Doesn't it make sense to keep in contact with these customers to secure future sales?

A true sales professional looks at each customer has a potential future sale. Since you already gained their trust during the sale, it is usually much easier to secure subsequent sales from the same customer, their friends and other referrals you might get from them.

Depending on what type of product you sell, there may also be opportunities to sell existing customers additional products before they are ready for a full replacement of their current product. Software sales is an excellent example because there is often an opportunity to sell additional support services and products to these customers months or sometimes even years after the initial purchase.

The best way to keep track of your customers is through readily available sales software. These programs are relatively inexpensive and keep track of each contact you have with a customer. It could be a client that wasn't quite ready to purchase last time you spoke with them or it could be a list of referrals you have compiled from satisfied clients, but once again, it's about creating opportunities both now and in the future.

Sales tracking programs make it very easy to document every contact with your customers as well as any special notes such as birthdays or other significant dates. Although these notes may seem trivial, reaching out to customers with personal information goes a long way toward establishing a strong rapport with your customers and hopefully, securing more sales.

13. Never Forget the Law of 250

The Law of 250 is pretty simple, but extremely important to the success of your business. Basically, most people know around 250 people. If you want to confirm this, ask a wedding caterer or a funeral director. As a general rule, people invite about 250 people to their wedding and about the same number of people attend the average funeral.

This means that your customer knows 250 people well enough that they would invite them to their wedding. It's reasonable to assume that a good rapport with this one customer has the potential to bring you 250 or more referral leads.

More importantly, if you upset one customer, you could lose out on 250 other potential customers who heard about the bad experience you gave a customer. This is not the way you want to do business if you're serious about becoming a sales professional!

14. The Golden Rule of Sales

Remember one thing. The more customers you talk to, the more sales you will make. For instance, if you have been consistently selling 50% of all potential customers you work with and you have 4 opportunities each day, you will sell approximately two products each day.

Now, suppose you work hard to bring more people in the door. You are working with 8 people on average each day and using the same 50% figure, you are now selling 4 products each day. You can double your income without learning anything about becoming a better salesperson.

More opportunities means more sales – it's imperative that you work hard to meet new clients. Instead of hanging out in the break room on your next shift, ask yourself what you could do to create new leads. You could call some of the referrals you have hopefully collected during the sales process, you could call a client that wasn't ready to make a purchase decision last time or any other number of activities designed to bring sales to you.

It's impossible for anyone to sell to every customer, every time. By increasing the number of opportunities you have, you greatly increase your profit potential and your network of satisfied customers.

Although this chapter used a few examples that pertain directly to automobile sales, the sales principles discussed above can be used in any sales situation. That's the beauty of sales. The process is always the same no matter what product you are selling and the tips in this chapter work equally as well in any industry.

If you are already in sales, try adopting just a couple of these suggestions and watch your paychecks get larger. If you haven't started your sales job yet, try to keep these principles in mind when you start. By developing good sales tactics now, you will be in a position to transform into a sales professional with a respectable income much sooner than you think.

Chapter 10

Digital Marketing
Social media, website, blog & Classified Ads Marketing



A man walks into a bar/restaurant/hotel/car repair shop. Chances are, he found it online either facebook, Olx.com etc. That's because today's consumers, 80% according to Google, rely more on the Web to find and choose local businesses.

So how do you make sure that these consumers find and choose your local business? Do you already market your business online in Kenya? The internet has become a vital communication tool for both business and social interactions. But this is not all it is used for, everyday we discover new ways in which we can use the internet.

The internet has opened new markets for businesses across the world. As long as you have internet connection, then you can buy and sell products/services from any corner of the world. So how then do you exposure your business to this global marketplace?

Initial Steps to Market Your Business Online in Kenya

As a business, you already have identified a need/gap in the market and are providing services and products to address this need. Therefore you have a niche market.

The first step is to start by having web presence. Create an online platform which your company can engage the rest of the world. A website in Kenya should be the starting point. Once you have set up a functional website, then identify if you competitors are online. Who are you going up against as you market your business online in Kenya.

It is important to note at this juncture, it is not how big your competition is in terms of their financial muscle or the hordes of employees they have on their payroll, but how effective their marketing campaign online is.

I would like to point out that the most successful businesses online are not the ones with the fat bank accounts. This is where I love the internet, it leverages every business and offers equal opportunities to all businesses whether sole proprietorship or multinationals.

Once you know who your competition is, then find out the search terms or keywords which users of internet in Kenya are using to find your kind of products/services.

Tools to Help You Market Your Business Online in Kenya

So far, I have explained how to get started in marketing your business online, let's look at tools which will come in handy once you embark on inbound marketing in Kenya.

- **A Website**

As I mentioned earlier, a website is a must have for any business online in Kenya and across the world. This is regardless of whether it is a financial powerhouse, geographical location or/and ownership.

- **Social Media in Kenya**

Social media is used predominantly for social interaction but did you know you can effectively use it as a business tool. Facebook and Twitter in Kenya are widely used to keep up with social trends. So why not use the same platforms to keep your clients updated on the happenings in your niche market.

Engage your clients on social media platforms where they are already comfortable and they will be your online ambassadors. They will also help you improve on your products or service provision if you allow them, which you should.

- **A Corporate Blog in Kenya**

Blogging in Kenya is one of those practices which is truly misunderstood by corporate world, yet investing in a corporate blog is a vital move to sustain marketing efforts online. The normal website without a blog is just like a catalog since it contains no new information.

Unlike a blog which has to be constantly updated with posts based on what the company/business wishes to share with its clients. Hence forming a community around the brand.

Best Websites to Sell Your Stuffs in Kenya

Buying and selling products online in Kenya was not a popular thing until recently. Unlike in the past, nowadays, there are many websites where anyone in Kenya can sell their products and make profit out of it.

Some of these websites are owned by companies and open to everyone to post their products while others are individual online stores limited to the owner products. If you want to sell new or used products, here are the 10 Best Websites to Sell your items for a profit in Kenya:

1. OLX

This is an international company that can be accessed through the olx.co.ke in Kenya. Users can post their advertisements for items, goods and services. It is popular for buying and selling of household items, cars, electronics, jobs listings and services.

Recently, it has be said to be the leading free advert listing website in Kenya with thousand of products listed weekly. Although there are no online transactions carried out through the platform, the company has made effort to top the list by ensuring that the website gets enough airplay on local media. The buyer and seller have to meet and trade physically.

2. Pigiame

Basically, the term describes the websites, Pigiame, meaning get in contact with me. Pigiame.co.ke has been around for about a 3 years now and is yet another popular trading website in Kenya.

Buyers and Sellers advertise their goods and services on the platform. People browsing the adverts contact the property owner in case they are interested. Like olx, Pigiame is free for users to list their products.

3. Jumia

Jumia has been one of the successful online market place in Kenya. This website has products listing from the company and there are online payment options plus free delivery services within Kenya's capital, Nairobi.

The company has also introduced a section where other people can sell their products through the same website. But the company collects payment ensuring that seller get access to their money after they deliver the product to the customer. This feature protects both the buyer and the seller making it a safe online trading platform.

4. Property24

At Property24.co.ke, traders specialize on properties only. Most adverts are houses, apartments, flats or estates on sale or for lent. The company lists properties for individuals and agents.

As an online trading website, the seller uploads photos for their property plus their contacts, then interested buyer contacts them for a deal. It is simple to use and those who sell and rent properties make profit through it.

5. Biashara

Biashara.co.ke is a free advertising website. Anyone can post their products on the platform for buyers to find it. As a seller, you need to register on the website before listing products and services. It has similarities with Olx and Pigiame. Although it is not that popular anyone looking for a free website to sell for profits can try it.

6. Kilakitu

The website literary means selling and buying anything possible. Sellers post their products for free and no registration is required. However, if you are a regular seller on the website, it is recommended that you register so that customers can easily identify and contact you easily. The website generates revenue by running paid advertisements.

7. Bid or buy

BidorBuy is another online market place where anyone can post their products and then customers can bid or can use the buy now option. Bidorbuy is an advanced online store where sellers register and post their products for free.

Transactions are carried out online and delivery of products arranged between the seller and buyer. It has an advantage in that it runs an affiliate program where anybody who refers customers to the website earns a commission for every sale.

8. Ticketsasa.com

This is the most popular website that sells exclusive tickets in Kenya. For those holding events, theater plays, or any event that require tickets, Ticketsasa simplifies that. Users post their events and price per ticket.

Once posted, the participants can then access the online market platform and make their purchase. Selling tickets is usually an easy and a profitable method since the website can be accessed from any internet device.

9. Rupu.co.ke

Rupu has existed in Kenya for a while. The company lists goods and hot deals on their market place. Recently, they started listing other services like car hire. They also do offer delivery services to customers. This makes it easy for individual and companies to sell their products and services through Rupu.

10. nSoko Deals

nSokoDeals is owned by the Daily Nation, one of the leading media companies in Kenya. Anybody can register and post their property on the website. It is popular with real-estate and job listings.

In addition, if you are looking for a way to send traffic to your listed property, this website is a good place to get started. Registering and posting adverts on the website is free.

Every business seeks to improve its bottom line through various marketing efforts to increase its sales. Market your business online in Kenya to take advantage of this vast platform.

Facebook Marketing

Facebook is big. As the largest social network in the world, it has more than 1.23 billion active users, 62% of whom log in on a daily basis.

With such a large user base, ignoring Facebook really isn't an option for most marketers. You can bet your ideal market is using Facebook nearly every day. The question is: how do you target all of those users with your marketing?

The good news is that the Facebook advertising platform allows you to zero in and specify the type of people you're looking for. You can target by location, demographics, and interests.

In this chapter, I'll show you the basics of how to use Facebook to your advantage. This chapter is aimed at the beginner who wants an introduction into marketing their business on the world's largest social network.

What is Facebook marketing?

Let's clear this up right upfront. Facebook marketing is not the same thing as Facebook advertising. Yes, your Facebook marketing strategy can include advertising, but since Facebook is, after all, a *social* network, your marketing should also include efforts to build lasting relationships and ongoing engagement through valuable content that's not about making the sale.

Who's On Facebook?

Facebook may have started out as a social network for college students, but, by now, nearly everyone with an internet connection is using it. The minimum age requirement is 13, and there is reason to believe it is being used by all other age groups.

Facebook doesn't publicly release data on their most popular age group, but a survey by Pew showed that social networking is most popular with the 18-29 age group. Its popularity decreases with age. It is least popular with those 65 and older.

I can assure you that, no matter what age group you're targeting, there will be more than enough of those users on Facebook.

3 tools to include in your Facebook marketing strategy

With that in mind, let's look at the three key Facebook marketing tools you can use to connect with Facebook users, and how each fits into your Facebook marketing plan.

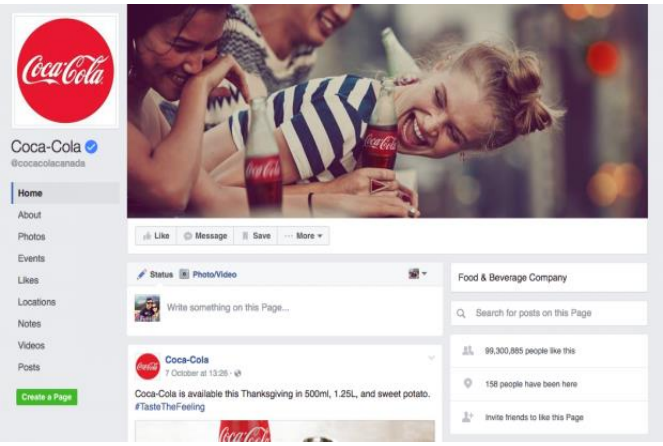
1. Pages

Think of your Facebook Page as the equivalent of a Facebook profile for your business. It's where you post content, engage with followers, and generally participate as a brand in the Facebook experience. It doesn't cost anything to set up a Facebook Page or post content, which is great if you're working with a limited budget.

But keep in mind that the Facebook algorithm prioritizes content from users' friends and family, so you can't assume that all—or even a majority—of your followers will see your posts organically (that's where Facebook Ads come in).

That said, setting up your Facebook Page is the first step to creating your business presence on Facebook. You'll need a Page before you can start working with Facebook Ads.

Just how big can a Facebook Page following get? Coca-Cola has one of the highest brand follower counts, currently sitting at more than 99 million.



But you don't need millions of followers to make a Facebook Page worthwhile. Neon Retro Arcade in Pasadena, California, has about 17,700 followers, but local promotions run from their Facebook Page have been successful enough that they've stopped advertising in their local newspaper.

2. Groups

Think of Facebook Groups as the online equivalent of the office water cooler or your favorite coffee shop. They provide a place for people to get together to share information and ideas with like-minded users in an online community environment.

Creating your own Facebook Group can be an effective way to gather your fans in one place and encourage them to interact with one another, building an active community of people talking about your business. It's also a key way to gather customer intelligence: what are people really saying about you? It's like a focus group with unlimited members, and you can dive right in to facilitate conversation or ask questions.

It's also a prime way to source brand evangelists and showcase your expertise. You can even position a Facebook Group as an added benefit for existing customers—after all, it's a chance for them to interact directly with you.

Entrepreneurs with a compelling message, personality, or brand story can make especially good use of Facebook Groups. For example, Josh and Jill Stanton of Screw the Nine

to Five have more than 25,000 members in their Screw the Nine to Five Community Facebook Group.



Sometimes fans will create their own Facebook Group with a focus on your brand (search Facebook Groups for FitBit or Pokémon Go to see this in action). It's a good idea to join these groups to make sure that the conversation is positive and factual, but in general this is a great thing, since it shows your brand has a dedicated fan base that's really into what you do!

3. Ads

Much like an ad on any other channel—traditional or digital—a Facebook Ad is basically content that you pay to share with a specific, targeted audience: it's all about getting your brand in front of the right eyeballs and achieving your conversion goals.

For example, Dos Equis ran a series of Facebook Ads to highlight its "Dos de Mayo" promotion (the brand's answer to the Cinco de Mayo holiday). The beer company's ads were displayed only to males aged 21 to 34 and to an audience identified as beer buyers. The campaign resulted in a three times return on the ad spend.

Facebook marketing best practices

Now that you understand the components of your Facebook marketing toolbox, it's time to dig into some Facebook marketing best practices that can help you maximize the return on your Facebook marketing investment.

Know your audience

It's impossible to target a message effectively if you don't know whom you're speaking to. When you're first getting started with your Facebook marketing plan, you may not have much information to go on in terms of who is most likely to connect with your business on Facebook. The overall picture of Facebook demographics and your own brand intelligence about your customer profile can be the first building blocks in developing a sense of who your Facebook audience will be.

From there, you can use Facebook Audience Insights https://www.facebook.com/business/news/audience-insights to drill down into the nitty-gritty details about potential customers on Facebook, giving you insights into the aggregate information about any group of users, including age, gender, education, relationship status, location, language, Facebook usage, and even past purchase activity.

This is extremely valuable information when you're determining what kind of Facebook content will be most effective for your brand.

Don't focus on selling

Remember when Facebook changed its algorithm back at the start of 2015? That was partly in response to brand content on the social network leaning far too heavily into driving sales.

Facebook wants its users' news feeds to be filled with content they want to Like and share, rather than sales pitches. As a brand marketer, you should want that, too—since all those Likes and shares help extend your reach and put your brand in front of new eyeballs, without any direct effort from you or your team.

Post your best content

On that note, your Facebook content should feature the very best of what your team is creating so that your followers are motivated to engage with it and share.

Have you Tweeted content that's getting a great response? Share it on Facebook, too. Have a page on your blog that's always getting new comments? That's another Facebook post contender.

Once you've started sharing content, you can adjust your strategy based on how your audience responds. You can track audience engagement with content on your Facebook Page and Facebook ads through Page Insights or Business Manager (https://business.facebook.com).

Don't forget to respond

Nobody likes talking into a void—including your Facebook followers. If Facebook users who try to interact with your brand are met with radio silence, you're hardly playing fair at the "social" part of the social networking game, and followers will quickly catch on and head for more interactive Pages.

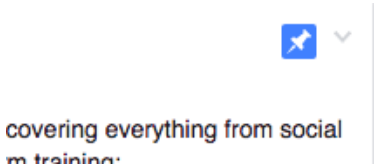
Your mantra here is reply, reply, reply. That's really all there is to it.

Make the most of pinned posts

You know you have it—that one piece of content that soars above the rest, that really captures your brand and shows potential followers exactly why they should Like your Page. Well, pin it.

A pinned post sits at the top of your Facebook Page and isn't bumped down when you post new content. You can also use this space to share important news, showcase an amazing video, and raise awareness about a current campaign, or anything else that will get potential

followers excited about engaging with your brand on Facebook. You can tell a post is pinned when you see a little blue thumbtack icon on the top left of the post.



Post at optimal times

You may have noticed that there's a lot of content on Facebook. Your post has the best chance of making it to the top of the pile if you post when your audience is most active. This will take some trial and error to pin down for your specific business (using engagement data gleaned from Page Insights), but research generally shows that the best time to post is Thursday or Friday from 1 to 3 p.m., so that's a good place to start.

There's a lot to learn when it comes to Facebook marketing, and it might all seem a little overwhelming at first. The good news is you can get started without investing a dime and branch out into paid campaigns as you gain more expertise. And just like that, you're out of excuses.

Facebook isn't just powerful. It's flexible. No matter what type of company you run, it has enough different marketing options that you can tailor your marketing efforts to fit your company, your budget, and your time constraints.

Yes, it can take some time to get to know all facebook features, but it's worth it. Facebook still is growing at a rapid pace, and every day it becomes a more indispensable part of social media marketing.

It's also important to strike while the iron is hot. For the moment, companies that are savvy about Facebook marketing still enjoy an early-adopter advantage. Once more traditional marketers start transitioning into the space, competition will increase, advertising prices will rise, and users will become much pickier.

If Facebook is not a current part of your marketing campaign, it should be. Set aside some time to tinker around, start a few test campaigns, and see what happens. Like anything, it takes practice to get good at it.

Marketing on WhatsApp

Did you know there were over 1 billion active users on WhatsApp? And over 1 million new users registering daily?

It may be time to consider marketing on WhatsApp!

As marketers, we like to engage in platforms where our customers are active and we can stand out. With numbers like this, it's clear that WhatsApp is a contender.

As it stands, WhatsApp hasn't given businesses many obvious ways to use their powerful platform for sales and marketing. However, this will soon change. In the meantime, you can take full advantage of the platform. You just have to be creative in order to leverage WhatsApp as a business tool.

Reasons to Use WhatsApp in Your Marketing

Marketing on WhatsApp may not be getting a lot of attention now, but you have good reason to explore the possibilities.

1. It's free.
2. It lets you send images, PDFs, brochures, and catalogs.
3. Survey tool! Ask for feedback directly from customers.
4. You can use it for group discussions and meetings.
5. As a messaging app, it lets you send alerts about new events and sales.
6. Messages won't be lost: offline message alerts ensure users know when a message is waiting.

Now let's look at smart ways to optimize WhatsApp. It's time to consider marketing on WhatsApp.

1. Create Broadcast Lists

Create lists related to specific topics, then blast one-way communications designed to increase engagement, much like you do on Twitter. For example, include links or invitations in your messages.

2. Take Advantage of Group Chat

Group messages are shared among all members of a group, including responses from any participant of the group. Think "interactive." This is especially useful when conducting focus groups. Or performing market studies prior to a product launch.

Join as many groups as possible. Any will do! As the days go by and you get a feel for each group, feel free to delete and exit groups that will not add value to you. You may be surprised though how quickly you can get attached and how many virtual friends you'll make. This is an easiest way for you to find and determine which groups are suitable for your needs.

3. Enjoy Cost-Free Messaging

With WhatsApp, you can exchange messages without SMS costs. It's available for iPhone, BlackBerry, Android, Windows Phone, and Nokia. They can all message each other because WhatsApp Messenger uses the same internet data plan that you use for email and web browsing.

For added value, users can create groups, send each other unlimited images, video, and audio media messages. This simple advantage has big benefits for both users and marketers. If you are trying to reach an international audience, WhatsApp can easily breach international borders.

4. Take Customer Support to a New Level

Although WhatsApp was designed for mobile devices, it's compatible with desktop devices. So you can use it along with the other desktop applications for powerful customer support—your customers can reach you directly and you can provide instant answers.

The process is unique but very straight forward. Simply go to https://web.whatsapp.com site and scan the QR code on your screen. With a few simple instructions, you're in!

5. Make Creative Offers and Promotions

Try making funny memes. These things are spread around like wildfire. From group to group to group. What could be better than this? Kenyans love humor and the latest news is great fodder for using in the creation of marketing memes. Aromat is a great example of a company that used this strategy, having created their own series of viral memes. This idea was genius! Free advertising at its finest!!

6. Engage Directly with Phone or Video Calls

You have the option of using WhatsApp to make sales calls through their own built-in version of VOIP. So when you get a customer request—as when someone asks for more information or wants to talk with a salesperson—WhatsApp allows you to respond right away.

7. Maintain Quality Content, Even in a Message App

Since WhatsApp's core purpose is messaging, make your messages short and powerful. But don't worry too much about length. Unlike Twitter, you're not limited to 140 characters.

8. Know Your Audience

Make every word count. If your writing style and word choices don't resonate with your audience, you'll see little if any engagement.

9. Mind the Opt-Out Option

Keep in mind how easy it is for users to opt out of notifications:

Settings > Account > Privacy and uncheck Read Receipts.
Note: This will not disable the Read Receipts for Group Chats or Play Receipts for Voice Messages. There is no way to turn off these features.

You can be a distant memory in no time. So make sure you stay relevant and engaging.

11. Develop Rapport with Your Customers

Share your WhatsApp Contact details on your website and other social media networks. This will let your customers know they can reach your mobile directly. Although it's not a requirement, try to use WhatsApp after you've developed a rapport with your customers.

That's It: Smart Tips for Marketing on WhatsApp

Of course, as with all marketing channels, you need to be strategic. Understand how the platform works and what people's expectations are before you dive in.

But once you have a good feel for how it works, you can use these best practices as a roadmap for success and avoid the most common mistakes.

Chapter 11

Difficult Customers – And How To Successfully Handle, And Probably, Change Them



'The customer is King.'

This statement is very true, considering that no business can survive without customers. If you have a product or service that no customer is willing to pay for, you don't have a business. Period!

So, this statement isn't just a 'feel-good' slogan. It's actually true; without customers, you would go out of business.

But sometimes, we encounter customers who act like they were sent straight from hell. Difficult customers can leave you angry, worked up, frustrated and empty.

But the way you handle difficult customers often defines the quality of your customer service. Not knowing how to deal with difficult customers may lead to low staff morale, lost sales, and a damaged reputation for your business.

In this chapter, I'll share with you a real-life experience that got me thinking about difficult customers and ultimately influenced me to write this chapter.

I'll also be sharing with you the five major types of difficult customer personalities and how you can successfully serve them, and avoid a potentially ugly situation.

Let's dig in!

Three hours at the bank

It was supposed to be a very simple transaction. I walked into the bank on a Monday to deposit cash into my account with my local bank.

Contrary to my expectation, the banking hall was packed full of people that morning. The queue was very long and I knew it was going to be a long wait, probably forty-five minutes.

Little did I know there was a high-energy drama in the works.

I had taken my place in the queue and was waiting my turn when I heard a loud voice erupt from behind me.

'What rubb-i-sh is this?'

'What sort of stupid bank is this?'

'I have been waiting here for more than thirty minutes now, and this shouldn't be happening.'

'I need to see the manager right now!', she said, at the very top of her voice.

I couldn't help but wonder at the petite lady who now had the full attention of the busy banking hall. She seemed quite normal, and I couldn't understand why she thought she was more important, or had more urgent things to do than the rest of us who were waiting patiently in line.

One of the bank officials reached out to her to whisper something in her ear, in an attempt to calm her down, but the lady would have none of it.

'I want to see the manager right now!', she continued to scream.

It was getting very embarrassing and all the bank tellers had stopped working. All eyes were firmly set on the drama that was unravelling. My hurry, all of a sudden, had disappeared.

By this time, the lady had walked up to the counter and insisted on getting served, over the rest of us. Of course, this made the whole situation messier as more people joined the shouting match.

Long story short, I stormed out of the bank three hours later. I couldn't believe I had lost my entire Monday morning to the impatience and arrogance of one difficult customer. It was a very frustrating experience for me, and more so for other customers and the bank officials.

It was this ugly experience that inspired my decision to research 'difficult customers' and how to handle them. And I'm about to share my findings with you.

The 5 Major Types of Difficult Customers and How To Handle Them

The key to dealing with difficult customers is to first understand what type of difficult customer they are and then to use the right approach to handle them. With the right approach, even the most frustrating customer can be served with a minimal amount of stress.

Let's meet our difficult customers!

1) The Bully

This type of difficult customer is quick to anger, very aggressive, highly critical, impatient, rude, arrogant and often verbally abusive.

Bullies think their needs and demands are superior to everybody else's. It's not a surprise they don't like to wait. They want to be served NOW!

The bully, whether male or female, uses intimidation tactics to get what they want. They scream, complain, abuse and may often get physical to get what they want.

That petite lady in the bank is one clear example of a bully. She tried to use her voice and aggression to get her way over others. She believed her needs were to be prioritized over the others, even those ahead of her in the queue.

How to handle the Bully

It doesn't really matter whether you're right or wrong, bullies don't care about your explanations. If you have any, please save it for your other customers. The bully's impatient, rude and arrogant attitude makes it almost impossible for them to listen to any other voice other than theirs.

So, the best way to handle a bully, especially when he's the one on the wrong side, is to calmly and confidently apologise for the 'problem' and tell him you're willing to solve the problem if he calms down and tells you exactly how you can help.

Always maintain eye contact with the bully at all times. It shows him you're not giving in to his antics.

Don't ever join a bully in a shouting match or try to match her aggression. Respond politely to them without raising your voice and never take their insults and criticisms personally. It's your responsibility to remain calm and 'sane' while the bully is still in a fit.

If in the end, your attempts to handle him fail, cut him off. Some customers, especially bullies, are just bad for business. They don't deserve your service.

But if the bully is a high value customer, you can reach out to him at another time, when she may have cooled off.

'Converted bullies' can become very loyal customers and ambassadors of your business.

2) Mr. Know-it-all

I'm sure you've met this kind of person before. They seem to know everything about everything, including your business, product or service.

In their bid to showcase their knowledge, they could be highly critical and rude. They also tend to talk a lot and always want to dominate the conversation.

This type of customer can be especially difficult to deal with because you can't really tell what they want. In fact, sometimes, this attitude could just be a negotiation gambit intended to make your product or service seem inferior so they can get it at a cheaper price.

Don't fall for it.

Know-it-alls like the sound of their own voice and love to be the centre of attention. They have an ego problem.

How to handle the Know-it-all

Handling this type of difficult customer can be easy, if you know how to.

Know-it-alls respond quite well to an ego massage. Complement their knowledge of your product or service and give them some good attention while you can. Make sure your compliments are sincere and not patronizing.

Never argue with this type of customer as you'll end up having an extended argument. And worse still, you may hurt her ego.

Instead, if you need to correct him and provide some facts and information, you may use a line like: *'You're right, but I think the product is… (make your point).*

As long as the 'Know-it-all' feels she got your attention, and leaves with her ego intact, this kind of customer can become loyal too.

3) The Habitual Complainer

Generally, customers complain. And it's a good thing because complaints can be a very rich source of positive and constructive feedback for your business.

But when you find a particular customer who complains all the time – even about the pettiest of things – you may have a habitual complainer on your hands.

These customers complain about everything and anything. They nag about your prices, the layout of your office, the colour of your shirt, and even the weather.

For this type, nothing is ever good enough. That's why it can be almost impossible to totally satisfy them.

How to handle the Habitual Complainer

While his complaints may seem harmless, you need to be careful with the habitual complainer because his attitude can exhaust you and totally stress you out.

First, you need to come to terms with the fact that you cannot satisfy everybody. And the habitual complainer is one of those. Accepting this fact will help you limit yourself from going out of your way to satisfy him every time.

All you can do is give your very best.

But this doesn't mean you should ignore the habitual complainer. Give her your attention and let her know you're listening. Never give in to the temptation to make excuses or explain your way out of her complaints.

No matter what she says, respond calmly and nicely, and with a smile (if you can find one.)

If there are any valid complaints you think you can fix, then do something about it. It's always a good strategy to make a note of all the things he's asking for and serve him at once. That way, you don't have to deal with him multiple times.

4) Madam 'No Boundaries'

I used to have a client who would call me on a Sunday morning to discuss a matter that's neither very important nor urgent.

This type of customer doesn't respect boundaries and expects you to respond to her requests immediately. It doesn't matter if it's 3 a.m in the morning or over the weekend. She'll send you emails, texts and would even give you a call at the oddest times.

Madam 'No Boundaries' is the type of customer that invades your personal life and leaves you feeling swarmed and overwhelmed.

How to handle the 'No Boundaries'

If you suspect that a customer falls into this category, it's usually best to clearly explain your boundaries.

For example, you could clearly state in your contract, emails or signs in your store: *'We're open from 8am to 6pm, on Mondays to Fridays. If something comes up over the weekend, unless it's an emergency, we'll respond on Monday morning.'*

Many times, this type of customer may ignore the stated boundaries and still send you an email, text or call over the weekend. When this happens, enforce the boundaries by your behaviour instead of direct confrontation – only respond to that email or text by Monday morning!

Also, with this type of client, it's always good to set expectations. If not, they'll swarm you with requests from all corners.

5) The Indecisive

For some strange reason, this type of customer just cannot make a decision. They'll ask you questions, and even more questions, but still can't make a purchase no matter the quantity of information you provide.

Indecisives want to be 101 percent sure that they're getting the best deal, quality, price and features before they buy. They're usually afraid of making any mistakes. That's why they keep asking questions, comparing, and 'investigating.'

This type of customer is the classic time waster. They'll exhaust your energy and time, and still won't buy. Although they're harmless and often very polite, this type of customer can be very draining on your productivity.

How to handle the Indecisive

The key to handling the Indecisive is to determine their hot button. What exactly are they most concerned about? Price? Quality? Quantity? Features?

When you know what their hot button is, it's much easier to 'force' them to make a decision. If they make the decision, good for you – you'll make a sale.

And if they don't make the decision, you can just ignore them for the time wasters that they are.

Another way to move Indecisives towards a decision is to 'sweeten' the deal. Give them a price or bulk discount, a free taster, or offer a money-back guarantee. Better still, you can introduce some urgency to 'help' them make a decision.

Either way, you need to be strict with this type of customer. If not, they'll eat up your time and energy, and leave you exhausted – without a sale, of course.

Have you had any experiences dealing with difficult customers?

As long as you're in business, you'll surely encounter difficult customers from time to time. They'll always be there. Your job is to handle them successfully.

Thankfully, most customers are reasonable, trouble-free and straight-to-the-point.

Always remember that your ability to successfully handle difficult customers will lead to greater respect for your business, more patronage, higher sales and healthy staff morale.

It's not enough to put the blame on the difficult customers. By applying the techniques in this chapter, you can adapt to their tactics and hopefully, convert them to friendly and loyal customers.

Conclusion

If you're fortunate to pass through secondary school's Commerce class, you might have read it from your Commerce textbooks that "business is buying and selling of goods and services".

Most people leave school believing that LIE and approach their businesses just with that mentality.

That's one of the reasons why most businesses fail!

I have heard people saying, "I just need a 50 thousand shillings. I will be going to Gikomba, buy xyz and sell"

Business is NOT just "buying and selling". If it were, everybody would have become millionaire.

Buying and selling? Who doesn't know how to do that?

You know the problem with buying and selling is that everybody can do it.

You cannot make meaningful cash from whatever everyone can do.

Why?

Because, well, just any Joe can, and possibly already selling what you're selling, the same way you're selling it, at the exact same price you're selling it.

You cannot sell at good price, you cannot make huge sales, you cannot be rich, if you're merely "buying and selling".

So if I claim that business is NOT buying and selling, what is business?

Business, real business, is the production of goods or services that meet certain UNIQUE want (not necessarily need) of certain audience.

Forget all my English. Just remember the word UNIQUE.

That's it!

Most people who are planning to go into the business world really don't understand how to be **unique**.

They are what I call "me too"

They are simply out there to sell what others are selling, just the way others are selling them.

Only miracle can make you rich if you're like that.

You have to have what Brian Sher calls, "Unique Selling Promise".

Why must I buy from you, if I can buy from just any other person?

What makes your offer different?

Though it's not a joke, your job as an entrepreneur is to have an area of strength over your competitors.

Be unique.

Any foolish person can start a business, but only smart entrepreneur can make a business successful.

Below are some of my tips by which you can grow your small business, Achieve Your Business Biggest Goals & End Rich.

Let`s get inside….

1. **Don`t sell bread to dogs.**

Even before you start a business or selling any product, the first thing to consider is your market audience.

For there to be a success in the market place, product/service must meet customers. Not just customers, but customers who value what you're selling and who are willing to pay for it.

Sometimes a small business owner will have a very good product or service, but because the market he is trying to sell to don`t value what he`s offering he will not make much money.

Last month I spent about three days with a good friend of mine who is a poet (the best poet I have ever met). He writes so many poems and I love reading many of his works.

As we conversed together, I asked him, "Who are your audience?" In other word, "who are those who actually value what you have to offer?" His answer was not encouraging because we`re living in a world where most youths and adult don`t appreciate poetry. What most people do in our day is to spend hours on T.V, movie, football etc. Especially in Africa, only few people read good books.

Writing a poem in Kenya with the aim of making much money on it may be successful, but it`s like giving bread to dogs. It may not eat much of it.

To grow a small business, you must be selling the right product/service to the right people (people who really value what you`re selling and who are willing to pay for it).

What is it that you want to sell? Who and who actually need that product/service. Who is willing to pay for it?

If you`re selling a good product or service to people who don`t know its value (or people who cannot pay for what you are offering), there is no marketing strategy in the world that can help you to sell such product/service to make much money.

2. The Customer is still the king

I have heard it said many times (even before I became an adult) that the customer is the king. However, even till this very hour, most small business owners still treat their customers as beggars.

You have been treated unkindly by a seller before. I have been treated unprofessionally by a business owner before. We both understand how it feels. But if care is not taking, we too can make the same mistake of treating our customers like beggars.

Myself and my wife went to a popular market about a week ago and were buying something from a woman. To me she didn`t do anything bad (maybe because I wasn`t expecting much from her), but to my wife she was such a bad seller.

She complained to me about how the woman used left hand to collect money from her and to give her what we bought (you know in part of Africa, mostly Nigeria you don`t use left hand to give things to people). That was big enough an offense for a small business owner to lose her potential customers.

Customer is still the king and always demand to be treated as one.

Sam Walton (one of the richest men ever in the world) has said it. Customer is the real boss in every company. He`s the one who can pay salary (by buying what you`re selling) or sack everybody (by buying from the competitors).

Welcome him cheerfully. Smile at her. Let him see you as a friend. Show her (and tell her) you`re into business because of her, to serve her.

When your customer complain, don`t be angry. When he prices what you`re selling and turns his back without buying, appreciate his coming.

Treat him as a king and he will come back, even with his friends.

3. Let your product/service speak for you.

So many people these days are in a hurry to make money that they are going to the market with fake, substandard or pirated products. They could make some money this way, but never enough to make them rich.

For a small business to grow and become successful, the owner have to be selling a great or unique product. The two are different. A product can be great or can be unique.

Let me explain.

In a new market (when a new product or line of product just comes into a new territory) a product needs not be great. Since there are no competitors, an average (but unique) product or service can become a great success.

When newspapers like Taifa Leo started, they might be writing about how two goats fight. People would still buy their newspapers then. Why? There were probably less than five national newspapers then in Kenya.

They needed not to be great. They are already unique.

If you`re offering something different, new or unique in your territory (market), you can grow your little business just by being good.

If you want to go into newspaper business in Kenya today, you will rather be great or be a failure.

In a highly competitive market, for a small business to grow, the owner has to bring something great to the market place.

When I mention great here, I never intend it to mean that you must produce something that is never in existence, but I mean that you have to be very creative.

You can grow your small business even if your product/service is like that of other people around you. You can improve your marketing skills. You can offer a great customer service. You can be known to be great with the way you do business (not necessarily the business you do)

When customers come to your office and have a great experience, even if you`re selling what hundreds other people are selling, they`ll see your business as a different, a great or a unique business, so they`ll come back and tell their friends to come to you.

4. Don`t depend on your good product/service, market

No matter how good what you`re selling is, you will have to use marketing to drive your business, if truly you wish to grow and make a lot of money through it.

Have you ever seen any small business owner who starts a business (either in kiosk or in a shop) and just hope that such business will grow? There are thousands of them in every town.

They are wrong.

For any small business to grow, there must be elements of marketing in that business.

Some people who are reading this will think, “How can I get money to run advert, since I’m a small business owner”. No. not every marketing costs you money. In fact, the most effective marketing for your small business may not cost you a dime.

But it will cost you knowledge. Business knowledge. Marketing knowledge. Let me talk further in the next point.

5. Increase your business skills.

Most small business owners are illiterate. By this I don`t mean to say that they didn`t attend formal school. Some of them do, but you know I don`t care about the “education” school gives, don`t you? When I talk about education here, I mean, business education.

Asa Candler who bought Coca Cola and turned it to a huge success didn`t attend school yet, he did what a Chemist (the original inventor of Coca Cola) could not do. He did that because he was having good business skills.

If you truly desire to grow your little business, you`re like a graduate of medical science. For a graduate of medical science to become a renowned doctor, he/she has to be a continuous student of medicine.

I called you “graduate” because you have taken a huge step by starting a business of your own. But now, you have to continually seek business knowledge. Read business ebooks, read about marketing, leadership, human relationship, negotiation, human persuasion and few other topics that will help you to know far more than your competitors.

The more you know about business, the better you will be in the way you play the games in the business world.

6. Keep a customers` list and numbers.

One smart thing you can do as a small scale business owner is to keep a book and record few details about people who patronize your business. You can take their first names and phone numbers. You can get their email address (depending on your kind of business).

If the service you`re rendering involves much relationship with your clients (hairdressing, fashion designing, etc.) you may know whenever a regular customer doesn`t come to you for a long time. You can give such a person call or text him/her.

If you`re selling products or rendering service that doesn`t allow you to be much intimate with your customers or clients, you can have a system in place where you send appreciating texts to people the very day they buy from you and on other special days like Christmas, new year, etc.

You can use bulk SMS which is very cheap like Unlimited SMS from Safaricom.

Make sure your approach is friendly when you ask for your customers` personal data because some people may be suspecting such action to be anything other than your motive.

7. Spread the virus.

Is there any way you can give a free sample of your products out to people without biting your fingers? Do you have a budget that can take care of that? Go for it. Make a sample and give it out.

That`s like a virus. It spread your business because human beings love free things. They will tell their friends, their friends will tell other friends, they will get more people to come and taste your free offer.

If truly your product or service is unique or great, those who come for free sample will become paying customers

In conclusion, no business grows by itself. People behind business work smart and hard to make them grow.

Apply all the above tips, work smart at it and see your small business growing.

I hope you have learn a lot from this eBook.

We have now come to the end of this eBook, please do whatsapp me on my number **0798460333** and give me your feedback about this eBook. I will greatly appreciate.

