

EDUCATION-BASED MARKETING MAKES SELLING EASIER

What is education-based marketing? It's when you spend time educating rather than selling. Most small businesses do it backwards. They try to sell first and then educate second. I'm strongly suggesting you learn how to educate your prospects and you'll end up with a lot more customers.

People love to buy. We all love to purchase things. But nobody likes to be sold or pressured into making buying decisions. We all hate sales pitches. But we all love to get the best value for our money. We'd much rather make the buying decision ourselves and that's the whole premise of education-based marketing. I believe that if you give your prospects enough information, they will naturally buy from you.

Education-based marketing is the most ethical form of marketing. If you educate first, let me tell you what will happen.

One, you'll be viewed as the expert in your industry, rather than just a person trying to make a buck.

Two, you'll expose the dishonest charlatans in your industry.

Three, your prospects will know what questions to ask you and your competitors before they buy.

Four, your prospects will appreciate you helping them make an intelligent and informed decision—especially on the larger purchases.

And five, the more time you spend educating your prospects, the greater the chances are you'll close more sales.

By the way, when I say educate, you must really give pure information. Content is king. Your prospects aren't dumb. They'll see through any snake oil sales techniques in a minute. You must give them useful information. And you mustn't ever cloak your sales presentation in so-called education. Again, people can tell if you're selling or educating.

What are some ways you can educate your customers and prospects?

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