

Why Your Customer is Your Best Sales Person



The best sales person in any business is always the customer. Most of the sales and marketing techniques out there today pale in comparison to the power and influence of customer word-of-mouth referrals.

Why? Because a referral from another customer is more genuine.

No matter what you do as a business owner or sales person, potential customers know that you are biased. Even with the best intentions, there is still the perception that you are just trying to get money out of them. However, when they hear from friends and colleagues that they should go to your business, the recommendation is much more welcomed. This is because there is no perceived bias. A friend has no vested interest in whether or not you choose to shop at a certain business.

Though your customer is not actually a sales person, many self-employed business owners rely heavily on word-of-mouth, because it can be the most powerful and cost effective way of building awareness and a positive brand image for their business. While word-of-mouth is challenging to control, there are a few ways you can encourage your customers to spread talk of your business.

One of the best ways to encourage word-of-mouth today is to ask for reviews online. Facebook, Google, Yelp – there are so many places where individuals look to learn about the quality of a business. Most of us have likely made our own purchasing decisions based on these online reviews. Asking your customers to share their experience online not only improves positive brand image, but it can also increase your popularity. The more reviews you have, the more legitimate your business

appears. An important note to consider about online reviews is that you should not try to eliminate negative or critical comments. Instead address them directly to reassure new potential customers.

Another more direct way to influence word-of-mouth is through referral programs. Your customers may be more likely to tell their peers about your business if they are rewarded in some way. Though your customers now have a biased interest in their peers' decisions, this method can still be effective. After all, your customers would not be giving referrals if they themselves didn't want to come back. Referral programs are a great way to spread awareness, increase repeat business, and attract new customers.

While these two methods can be extremely effective, the easiest way to encourage word-of-mouth is to simply provide great service. Remember, a happy customer leads to a happier business. If you provide a great service from start to finish, customers will gladly spread word of their excellent experience.