

IMPROVEMENT MARKETING - PART 1:

HOW TO GET MORE SALES THROUGH WORD-OF-MOUTH

WRITTEN BY LEONARDO WOOD

By becoming a Milwood Reseller and taking on new products, by definition, you're making things happen to help your business grow, which is fantastic.

On Page 2 of this Newsletter we introduce 3 new team members; Andy, Atlanta & James... we're a growing business too... there is nothing we love more at Milwood, than to support our growing resellers.

With the right team and products, to make growth happen much faster, one of the major factors for success is to be continually improving what's already working in your business... for generating sales.

So, what's already working for you?

Here's the result from a poll I recently created in my Facebook Glazing Group.

As you can see the #1 Source of Business for these Glazing Installers is Word-of-Mouth.



As Word-of-Mouth works for most, this month we're talking about how to make WOM work even better.

It's often the case that despite Word-of-Mouth being high up on the list of sources of new business, most people are not 'proactively' generating more WOM recommendations.

What level of business do you get from Word-of-Mouth recommendations?

What are you doing to make Word-of-Mouth work even better for you, as a source of new enquiries and sales?

When you consider the fact that it can be much easier and cheaper to sell to someone who has come via a personal recommendation, compared to someone who enquires cold, it makes sense to look at options for increasing your Word-of-Mouth recommendations.

Here are a couple of options... create and follow a **'Word-of-Mouth Process'** and to multiply results, use a **'Word-of-Mouth Win-Win-Win Incentive'**.

Create a 3-Step Word-of-Mouth Process

As mentioned above, if Word-of-Mouth is already working for you and you're not actually doing much for it (other than delivering great products and service) here's a 3-Step process that can help you get more enquiries via Word-of-Mouth:

Step 1) As you receive each new order...

State these points to each new customer:

- Your business has been built on Word-of-Mouth Recommendations from happy customers and Customer Satisfaction is your number one aim
- You will do whatever it takes to ensure your Customers are 100% Happy

These points will 'warm' your new Customers to the idea that it will be ok to recommend you to others.

This is important because some people are afraid to recommend companies as it could make them look bad if things go wrong.

If you 'frame' this in the right way (before asking the next question) you will get more people to agree.

Once you have stated the points above...

Ask this question:

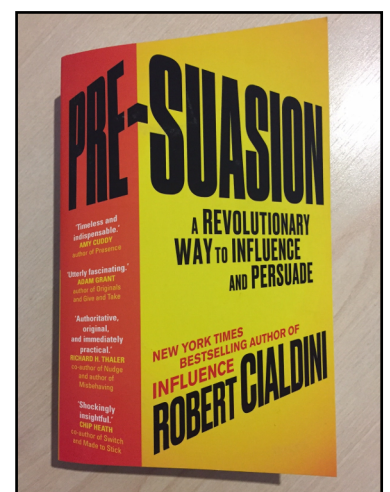
- If we exceed your expectation, will you tell your friends (family/colleagues) about us?

Then, wait for the Yes!

Do this in the right way & you will have no problem getting an agreement to recommend you, after you deliver your work.

BTW - This whole process relies on a psychological technique called PRE-SUASION which is about 'what you do' before you ask for 'what you want'... it's a very powerful strategy.

Search [Amazon.co.uk](https://www.amazon.co.uk) for the PRE-SUASION book by Robert Cialdini.



This article was written for Milwood Group Trade Partners by Leonardo Wood, who donates his marketing advice to give you ideas for generating more customers & sales.

Step 2) When the job is complete...

Remind your customer of your promise to do a great job for them, by saying something along the lines of:

- As mentioned when you placed your order, our business is built on Word-of-Mouth recommendations and customer satisfaction... so I just wanted to check...

Then, immediately ask these two questions:

- Are you happy with the work we have carried out? (Wait for the Yes)
- Are you happy to recommend us to your friends/family/colleagues? (Wait for the Yes)

When you get the agreement from them, thank them and tell them you will send them a web link or information/referral cards, for them to pass on to their friends/family/colleagues etc.

At that point, you could also ask them if there is anyone specifically they have in mind right now, who might benefit from your products and services.

Try to get a name and number there and then, but if you can't, tell them you would appreciate it if they could forward your information to anyone they know who might be interested in what you sell.

Step 3) Give/Send your happy customers literature or an email with a link of where they can send their friends who might also be interested in your products or services.

You could also follow up by sending an email to every new customer, 3 months after they bought, 6 months or a year after purchase, to ask them if they know anyone who might be interested in your services.

Use a Word-of-Mouth Win-Win-Win Incentive

There's a lot of psychology involved in the Word-of-Mouth Process explained above, but there's nothing quite like offering people an 'incentive' to increase the likelihood of getting what you want..

If you can combine what I have already discussed, with a 'Win-Win-Win' approach, it can make a real difference to the amount of referrals you receive... here's an example:

Do you have a Dropbox Account for storing your Business or Personal Files?

If you recommend a Friend to Dropbox you will get a free boost in storage allowance and your friend will also get a boost, providing your friend opens an account on the back of your recommendation.

It's a Win-Win-Win – You Win and your friend Wins... and Dropbox Win because they get a new User or Customer.

Everybody wins and this strategy has helped Dropbox become one of the biggest names in Cloud Storage.

This double-sided reward incentive can work wonders for your business too and when you consider the actual cost of getting a new customer in the door, it can be much, much cheaper to offer people an incentive and/or discount if they take part in your Win-Win-Win.

You could test something like this...

“Recommend a Friend and not only will your Friend get a Discount on their first order, you'll get a Shopping voucher too, as a thank you gift.”

The value of the Vouchers and Discount you offer can vary, depending on the size of orders you receive... and the more you receive, the more you should offer.

Here are 2 examples my clients use...

- £50 M&S Voucher to Customers that Refer... and their Friend gets a £50 Discount on their subsequent Order.
- £250 Discount Voucher Off Your Next Order for Customers who Refer... and their 'Friend' gets £250 Discount, when they order as a result of the referral.

Note: Customers who refer should only get paid when their Friend pays for their order, so if the 'Friend' changes their mind, the incentives are not passed on.

If Word-of-Mouth is already generating business for you, without you even trying, think about this...

For every person who currently recommends you, there could be 5-10 people who are **willing** to tell people about you, but they might just need PRE-SUADING and they may just need a little INCENTIVE to follow through and make that personal recommendation.

Use the **Process** and **Incentive** described above to improve what's already working, and it could just multiply the amount of enquiries, customers and sales you receive via Word-of-Mouth!

Learn more at: