

# *Building Relationships & Sales Success*

EXCERPT

**How to capture,  
build, and  
keep rich  
relationships  
with customers.**

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© 2008 It's More Than Marketing—Build Relationships and Sale Success.  
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**Excerpt from Its More Than Marketing.**

## Other variables when considering a product launch and customer relationships

All things in a launch will take longer than you think. Be prepared for set-backs and last minute changes. Use a specific call to action in your copy. Tell “Them” exactly what you want them to do. The psychological triggers to increase response time include scarcity, social proof, reciprocity, a feeling of rapport, community and belonging. Spend all the time needed to craft your offer. Have others read your offer to make sure it is clear. If possible, have people unfamiliar with your company and product read your offer and see if they know what to do without any further explanation from you. Many times the offer can be more important than the product. Make sure you give the customer an easy way to respond and tell them what you want them to do. Can't be too specific!

### Your own expertise vs. hiring professional(s)

A product launch is not always a do-it-yourself proposition. You are investing a considerable amount of time, money and passion. Professionals of all kinds are worth their weight in gold. There is nothing wrong with needing and hiring competent help, whether it is a qualified accountant to help you determine costs and financing strategies, legal help to protect your investment or designers or marketers to launch the product. You know your strengths and weaknesses—invest in professional help when needed. Trust me on this; it will save time, money and frustration if you're honest about your strengths, weaknesses, assets and liabilities. We have a SWOT analysis form available for free download at [www.impressionengineers.com/swot/](http://www.impressionengineers.com/swot/)

### Product vs. price

The cost to produce a product and the value of the product have little relationship. Brand name athletic shoes cost about the same to produce, so how can one company charge hundreds of dollars when another cannot? The relationship they have with their customers and the promise and image they have developed.

Pricing can feel like a bit of a mystery. Here are items to consider when determining a price.



- What price would be too cheap, causing the customer to question my product's value and quality?
- What price would make it a "good deal without being a steal"?
- What price would be enough for the customer to say "ouch" but still buy it? At what price be out of line?

There is always more price flexibility than we expect. Ways to determine price flexibility include studying competitors (least reliably), split a/b testing, or consider asking a few customers what they would consider paying.

## Market penetration and competition

Building a brand on a budget requires patience, persistence, forethought, and consistency. No matter how carefully planned there will be delays and distractions. Plan for it. No matter your budget, keep the marketing focus on the two areas that you can easily control: product awareness within your niche (target market) and how you are different and unique from all other products.

Test all marketing materials. Talk with your customers. Keep an open dialogue using LiveChat, surveys, etc. Consider purchasing your competitors product just to review the experience. Keep an open mind and view it like a "real" customer to get a feeling for the experience. Take notes on how are they doing it better and how are you doing it better. Consider being your own customer, go through the purchase process, note what didn't and did go well.

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## Getting paid



There are several ways to receive payment. Checks, money orders, wire transfers, COD, online checks, PayPal and credit cards and cash. If your launch is offline, checks and cash are easy to take; online—not so easy. Online is an immediate response, if your customer has to stop to write a check and mail it in or go through the process of a wire transfer, you have a good chance of losing the sale. Consider opening a merchant account (VISA, MasterCard, etc.) or a service like PayPal. As a small business, opening a merchant account can be frustrating and it pays to “shop around.” Just a few of the questions to ask when shopping for a merchant account:

- What are the processing fees?
- What limits on sales?
- Is there a monthly volume required?
- How do they handle chargebacks?

After you have the account, if you expect a surge in sales due to the launch, contact the merchant account provider and forewarn them of the expected surge in sales. The “Identity Thief” computer programs at the merchant account provider can trigger a shut-down of your service if your activity goes outside of the “normal” behavior. They assume “criminal activity” if you go above your baseline behavior. Consider opening a second merchant account just in case your primary provider cancels you. (Make sure your shopping cart feature can take a second account provider.)

PayPal has its pluses and minuses as well. It offers flexibility as they accept all major credit cards as well as PayPal balances. They really are a merchant account too. They will treat you in a similar manner as your primary merchant accounts. To open a PayPal account go to [www.paypal.com](http://www.paypal.com) (Be sure to get your account verified well before your launch date.)

One final option to consider is will you offer a multi-pay or installment pay plan or does your product lend itself to a continuity pay system? On-going programs such as coaching, subscription services and audio or podcast programs lend themselves to continuity programs. A continuity system is for an on-going service such as monthly coaching or auto-ship services. They are beneficial from the company’s perspective as income can be predicted.



Merchant Account Information

Name of Processor \_\_\_\_\_  
Contact info \_\_\_\_\_ name  
\_\_\_\_\_ address  
\_\_\_\_\_ phone  
\_\_\_\_\_ email  
Processing fees are \_\_\_\_\_  
Sales Limits \_\_\_\_\_  
Monthly volume \_\_\_\_\_  
How do they handle chargebacks?

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Paypal Account Information

User name \_\_\_\_\_  
Password \_\_\_\_\_  
Contact info \_\_\_\_\_ name  
\_\_\_\_\_ address  
\_\_\_\_\_ phone  
\_\_\_\_\_ email  
Processing fees are \_\_\_\_\_  
Sales Limits \_\_\_\_\_  
Monthly volume \_\_\_\_\_



## Checklist for pre-launch

- What is the main goal of this launch?
- What is my relationship with my customers and “lists”?
- Will I offer affiliate or network programs?
- Will it be a joint venture?
- Have I hired all the professional help I might need, e.g., lawyer, accountant, marketing, promotion specialist?
- Do I have all the legal releases and agreements that might be necessary?
- Will I file for a copyright, trademark, service mark or ISBN number?
- Do I have the proper financing in place?
- Have I all payment options in place?
- Other

## Product

- When will the product be done?
- What is the launch date and is it flexible?
- How many will I produce?
- Who will be producing the product?
  - Is there a quantity discount?
- How many do I plan to sell during the initial phase of the launch?
- How many do I plan to sell during the first 6 months? \_\_\_\_ First year?
- Do I have all my sales copy, photos, etc. ready?
- Does my marketing material contain a consistent message, look and feel?
- Does my marketing material have all the necessary contact information?

- Does my material invoke the emotional promise I am trying to create?
  - Will my marketing materials be ready?
  - Do I have my URL and website complete?
  - Will I need an online shopping cart or how will they purchase my product?
  - Can my site handle the increase in traffic?
  - Can I use this launch to upsell or set-up my next launch?
  - Have I placed my product in the proper position?
  - Have I tested that position?
  - Am I aware of the competition's features and benefits?
  - Is the niche I've chosen seasonal?
  - Have I chosen the correct price?
  - Am I offering a guarantee?
  - Will I be offering bonuses or other encouragement?
  - Is there any other way I can increase the value to my customers?
  - How can I get people to act immediately? e.g., time limit, quantity limit.
  - Have I all my shipping and fulfillment methods in place?
  - What geographic areas (include countries) will I accept orders from?
  - How will I handle shipping and shipping costs to different locations?
  - What system will I use to follow-up with customers?  
e.g., email auto-responders.
  - Other
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## After launch review checklist

- Was the main goal of this launch met?
- How did the affiliate or network programs work?
- How do I maintain my relationship with my customers and "lists"?
- Was it a successful joint venture?
- Have I sent a written Thank You note?
- Do I need more professional help, e.g., lawyer, accountant, marketing, promotion specialist?
- Do I need to edit legal releases and agreements?
- Are all my copyright, trademark, service mark or ISBN number up to date?
- How is the financing?
- Did my payment options work as expected?
- Other

## Product

- Was the product done on time?
- If not, how far off was the estimate of time?
- Who will use the same company to re-producing the product?
- Was the quantity of product produced adequate?
- Did I meet the target sales number during the initial phase of the launch? If not, why not... \_\_\_\_\_
- Did I meet the target sales number during the first 6 months? \_\_\_\_\_ First year? \_\_\_\_\_
- How can I improve my sales copy, photos, etc?
- What was the response to my marketing material message, look and

feel?

- Did my material invoke the emotional promise I was trying to create?
  - Did my URL and website work as planned?
  - Will I need to enhance the online shopping cart or how they purchase my product?
  - Did my site handle the increase in traffic?
  - How successful was this launch in upselling or set-up for my next launch?
  - What is my relationship with my customers and "lists", now?
  - Have I placed my product in the proper position?
  - Did I track my tests?
  - Did I chose the correct price?
  - How was the guarantee?
  - Did customers respond to bonuses or other encouragement?
  - Is there any other way I can increase the value to my customers?
  - Did people act immediately? e.g., time limit, quantity limit.
  - How did the fulfillment methods work?
  - What geographic areas (include countries) did orders arrive from?
  - How was shipping and shipping costs to different locations?
  - Did my follow-up with customers work as planned?  
e.g., email auto-responders.
  - Other
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## About the Author

Sharon Sayler is a communications consultant and coach. She works with executives and entrepreneurs to help them develop the skills they need to achieve their personal and professional goals.

A sought-after speaker on building rapport and relationships with customers, Sharon uses confidence-building techniques to teach others about making conscious choices to create the business and life they want and deserve.

Co-owner of Impression Engineers, Sharon is an award-winning copywriter and designer. She holds an MBA and is a certified hypno-therapist. She is also a master practitioner of Neurolinguistic Programming and is skilled in Thought Pattern Management. Her weekly e-zine/blog "Best Impressions" are filled with life and business solutions. Visit our blog [www.impressionengineers.com/blog/](http://www.impressionengineers.com/blog/).  
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