

A GUIDE OWNING A COMPETITIVE MARKET

Introduction

The way you are running your business could be taking you in the opposite direction to your goals. Here's why: if you are in a competitive market, you may have been sucked into a race to the bottom without even knowing; using sales messaging and promotions that are actually damaging your business- even if things are looking good right now.

If you're in this position right now, where you are dropping your prices to match or undercut a competitor you need to stop before it's too late. You see, once you start doing this you become 'just another company'- a commodity. When you become a product that is just the same as all your competitors, people will shop around and ultimately settle for the cheapest one. The cycle continues. Don't be fooled by the current number of sales you have coming in at the moment. The consequences get worse, but we'll just cover how to avoid them before it gets too much.

What will make people buy from you right now?

What can you guarantee or offer that none of your competitors can? If you are able to confidently answer this question, you can sit on top of your market, you can charge more, have bigger profits, spend more money acquiring new clients and bring out new innovative products.

If you can't answer this question, you're on a one way train to the bottom. Lowering your prices to beat competitors, lowering your quality of customer and increasing your stress. It gives you less time to focus on what actually matters and what makes you money, and makes you spend more time patching the holes of your sinking ship.

You need to be able to offer a guarantee. An incredible offer. Let me explain.

Think about a transaction. After putting our efforts into building a product or providing a service, we put some convincing ads out and just expect people to buy from us. What

you've got to understand is that the client is taking a huge risk in purchasing from you. They are parting with their money for something they have only read or heard about. The smaller that risk, the more inclined they are to buy; that is why a recommendation from a friend is always a bigger purchasing incentive than seeing any ad.

Even the best ad in the world can have a low conversion rate if the offer isn't good enough when it comes to completing the transaction.

How can I craft my guarantee?

What can you make unique about you? Sometimes this can be difficult to answer, but it absolutely has to be answered to avoid getting caught in the downward pull.

We're not talking about 30 day money back guarantees here- although technically that is a guarantee, it's not convincing enough in today's climate. People are expecting more and willing to risk less.

It can be a unique experience e.g. a taxi service that has guaranteed snacks during your journey.

Or a guaranteed time frame e.g. a taxi service that guarantees you're at the airport on time or you don't pay. Even better would be that they pay you if it's late.

Or Maybe a unique experience on your eCommerce store that beats any of your competitors or a unique after sales procedure.

These guarantees have to put a pit in your stomach and have people wondering if people will take advantage of you. For when you have pit in your stomach, it's no longer in the customers and they are much more likely to buy from you. In these scenarios, price isn't an issue anymore. People buy with emotion and justify with logic. A high price will be justified by a guaranteed service/product/experience that your competitors don't offer. Think of the last time you bought something significant, I'm sure you'll agree.

You don't buy Rolex because they're durable.

Obviously- **only offer things you can confidently provide**

Everything else becomes easier.

Once you've established your unique guarantee your advertising becomes easier, your message more precise and clients will be finding you, not the other way around. If you can create raving fans, word of mouth alone will tremendously boost your sales.

People very rarely stay loyal to product or service that is caught up in the battle for the cheapest price. And word never spreads.

Where to go from here.

Take some time to create this if you haven't already, bounce ideas off colleagues (or me) and create a truly compelling reason to make someone buy because it seems like a no brainer.

I'd love to hear how this has helped you and any stories that come from this.

In order to get the best out of your offer, you can start to attract your ideal clients. I'll address this in future posts.

Keep in touch,

Sam

P.S. You can reply to this email and I guarantee that I'll respond to every one. Say Hi, call me an idiot, tell me about your day- I'm all ears.