

27 WAYS FOR SAVING AND ATTRACTING CUSTOMERS IN CURRENT MARKETS

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Abstract

This research discusses organization's meet with customers and employees. Duties of organization which should be done to keep the customers loyal. An organization should know that it's work is useless without customer.

These 27 procedures help us to attract and leap customers

Keyword: attracting customers, product, changing friendly relationship, seller, customer, buyer

Introduction

In this society which everything is changing all the time, man, organization and markets are changing, too?

The winner is somebody who changes himself/herself towards positives.

Sales mean exchanging articles between seller and buyer.

A good seller should know market needs and analyze them, and generate changes where necessary. In this article, we refer to this topic that a seller should do what kinds of activities to attract and save customers. Some works effect on the customer directly and some of them indirectly.

Discussion

The way of greeting with customer, how attract them to our organization or company?

1) first, prepare a clean and attractive atmosphere for your products. if you are the head of sales in a store, don't ignore the way of orders of goods on the shelves, clean the dirt on them , for example if you are in a restaurant looking at menu,

Surely, the food written in the box attracts you most. This is the food with most interest for the seller and he hopes you order.

2) keeping sales person's appearance is so important , take care about appearance of your staff and their way of dressing. the appearance of those who are directly in contact with customers, should be in a way that customers can trust them , say themselves .

"the appearance of this seller shows that he/she can't tell lie to me." In fact you're building trust.

3) Admire your product cheerfully and answer customer's questions and encourage them to buy something. Most of the customers regret at the last minute. Encourage him/her to buy, of course avoid flattery.

4) be good-tempered. Surveys showed that those sellers who are somehow more expensive than others but are always cheerful and patient and answer to their questions happily, are

more successful than their co-workers who sell some cheaper products but answer their customer impatiently.

Don't forget: " world is for those who walk steadily but patiently." Charlz Dikenz (Armion,2011)

5)list the advantages of your products rather than your competitor's products. In a way that create superiority

6) Assure your customer and guarantee. Say he made the best choice and is tasteful and never regret. you will make positive mental load in him/her.

7) Guarantee your products. Customers are really to pay more money for guaranteed products. It is more possible the product will be broken than it will be damaged in one or two years. Maybe customer pays less money to repaired the product than to guarantee it but this positive mental load with peace make him pay more money at first , at the same time using guarantee eliminate customer's fear of damaging soon and becoming out of order.

8) Solve your problem, if there is any with the customer. If you can't, it will work as a poison which infects all your body. The real fact is that people like to show their dissatisfaction of a product more among their friends and relatives in order to agree with them.

Nick veden, founder of fusion Branding Company says:

" returning customers or trying to satisfy the dissatisfied customer should be one of the main strategies in finding new customers."

9)be criticized and increase your tolerance. Let customers inform you about their complaint, through email or boarding lines. Never get defensive mode in front of customer, and ensure him/ her that he/she land speak with everybody in any rank in the organization.

Promise him/her to address his/her complaints, and try to solve it. be sure that the customer understand your endeavor to solve his/her problem(Rezaeian,2003).

British Airways understands 87 percent of those who complained were logic people.

in addition, dealing with the complaints can cover your weaknesses.

10) Customer is the main part for your organization's retention. Satisfy them in any case , even he/ she is not right, without customer organization or company's work would be useless. If you encounter any problem with your customer, accept the responsibility and commiserate. Don't forget your interest which is in her/his pocket, so don't lose it in any condition.(kart righte.2004)

11)don't forget your competitors activities. The advantages which are considered by them over your products can attract your customers. so always be aware of your customers needs changes and the advantages of your competitor's product over yours. A product, even the best, lose its efficiency after some times .try to create some advantages which distinguish your company from other companies. So always think about your products upgrade.

12) Know market's future needs. Always upgrade yourself and realize today's and future's needs. Serve needs are hidden which needs more search, follow them.

We have not just the duty to foretell future but try to make it real. Jan.jajer (Armion,2011)

13)don't ignore after the fall of services . Most of the customers are satisfied to be in contact with the sellers after purchasing. And feel loyalty.

More after the fall service, more satisfaction.

14)if you are in charge of retail in a store , surely you say how I can submit after the fall service? And make loyalty in my customer? The answer is easy, you can get your customers

cell-phone number or their email address, and inform them with a message or email if you have a monthly sale or special discount.

15) tell your staff always, smile . They are people who are directly in contact with the customers, so they should be more careful about themselves than others, especially those who work in the after the sale service part who are in contact with the customers after sale.

Jack velsh says: success in each company is the result of a good selection of those who are selected for important and key works. These days, researchers relate effectiveness of all techniques to the people, so the importance of staff for the company is more than customers. Because this is a good staff who can attract a customer to the company and remain them loyal.

16)create job security for your staff. Dissatisfied staff make customers dissatisfied, too. if a staff will be satisfied with his/her job, salary and insurance he/she will work more eagerly for customer and always smile, too.

17) Consider a special advantage for your staff working well. tell them if they do the best or if they attract most customers to the company, they will receive reward.

18) make a friendly relationship with your staff. Don't allow them to think that you are a boss who always reprimands. If it happens so, you should always examine their works and this is as lump for the company. Making a good relationship will cause an intimate feeling in your staff and they will work correctly even in your absence.

19)tell your staff which follow this rule in their relationships with customers, "the first meet is the most effective one." Tell them to make it queen of mind.

20)attract new customer, but more important is keeping the old one,(kart right,2004) remember old customer can be create or of new one, a loyal one just don't focused on the price. He/she acts as a spores and an advertiser for your company, and helps to attract customers. the conditions should be in a way that stimulate customers spontaneously ,without any encouragement, this is loyalty. The first step in the completion of client-centering is customer's loyalty. This is very important and has the most income for the company.

Richard Oliver explains loyalty in this way: "keeping deep commitment to buy or choose product or services again for along time. In the future although conditional effects and marketing attempts can change customer's behavior potentially.(Oliver,1977)

21) don't write prices are fixed. Customers like to bargain and

Get discount. They will feel sleight, and come to you other times. let them get discount from you by bargaining.

22) use discount as giving extra goods to the customers freely not in their real price. This is for seller, most of the time customers attract more by quality than discount, for example bigger food packets attract customers most.

23)be satisfied with low interest at your early sale. (kart right, 2004)After attracting customers and appearing confidence, you can consider more interest little by little . Ensure that your little early interest will be compensate by attracting new customers and loyalty of old ones.

24)goods should be delivered on time. if you deliver goods on time to the customer, you will be known as a punctual person.(Gitomer,2009)

25) Choose a suitable model for your organization. Learn from successful companies, but don't copy them. you never will be aware of all secrets of a company ,so do your work with creativity.

26)if once your old customers, send you a new one, thank her/ him by sending a small present or card and consider special discount for his/her next purchase.(Tracy,2011)

27) Change your place with customers. (kartright,2004)Put yourself as a customer who comes to your organization . are you satisfied? Were you welcome well? Did you speak easily with the staff? did you find your needs there? And so many whys, which you like to be answered? Every day ask this question from yourself! what does my customer want? What are my competitors doing? Every day answer to this question, of course all of them change. Don't ignore changes. Always there are some little things which cause big conflicts. By having positive mind and view and believe in your abilities. you can do your job with high self-confidence and enjoy it, (Hastingz,2005) although these principals are cock-clear . Practicing them is not easy. it needs larvae investing decisions and attempt to create managerial, selling and marketing skills.

Conclusion

Reviewing above mentioned facts, we will find out that organizations should up-to-date themselves continuously by changing needs in society and developing competition these days. They should improve their research on attracting and keeping customers. There are some details about the relationships between managers. Employees and customers that may not sound important but they can cause great changes. Values which can make our customers loyal. These days, every customer is unique, and organizations should try to decrease customer's buying expenses and his/her risk to increase their loyalty who are one of the goals organization.

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