

The probabilities of relationships

In starting my business of marketing my massage site massage.co.za I have done some major studies with regards to marketing and sales. It has been quite a journey since I launched my website on 4 March 2009. Although it is still a learning experience, I have learnt that:

The bread and butter of any owner operated business is repeat business

The marketing costs of selling to a current customer versus selling to a previous customer are in the order of 10 times more.

The stronger the relationship with the potential customer the better the chance of an actual sale being concluded. The poorer the relationship the less the probability. Therefore, the customers in probability order are:

- Your current regular/repeat customer – strong relationship.
- A previous customer of your business provided it was a positive purchasing experience – direct relationship.
- A potential customer referred by a current customer and aware of the referral – indirect relationship.
- A potential customer whom you know is interested in your product offering and knows about you – a relationship.
- A potential customer whom you know is interested in your product offering – a distant relationship.
- A potential customer whom you do not know if they are interested in your product offering – no relationship.
- A previous customer of yours who had a negative purchasing experience – a negative relationship.

Current customers are generally willing to suggest and give you contact details of people they feel might be interested – all you need to do is ask.

The more recent a customer's positive experience of your service is, the more potential customers/leads he/she will be willing to give you. If he/she agrees to send you a list of prospects by email tomorrow, our experience is he/she will not do so. Rather ask for fewer names right there and then, to ensure that you do get some information.

Life's current pace is such that if we don't get reminded to take care of ourselves, then we invariably forget to do so. When this occurs, our bodies can be compared to a vehicle which is not being service regularly.

Massage.co.za - Massage marketing taken care of.