

Don't shoot the messenger!

INSIGHT N° 2

Sales, sales, sales – everyone wants more sales! Yet we're constantly amazed at the opportunities that so many companies let slip by. And guess what, they continue to look for more sales, while forgetting what's right in front of them.



Imagine the scenario – we're sitting behind the counter in our high street shop. Good position, good foot-fall and all that. Some punters come up to the window and they look in. How many? 40, perhaps more, 80 or so. And, then a few come inside – they have a look around and have a look at some of what we have on offer. And then, guess what, they leave. And the others that had a look through the window, well, they walked away ages ago.

And what did we do? You know, us behind the counter. We did nothing – nothing at all. Except, we paid for the advertising that got the 80 people there in the first place!

Don't we need to blame someone for getting no sales? After all we've spent money to get the customers to our shop!

Two things to think about:

1. Perhaps the shop window wasn't good enough and the products and services not well priced, or their features not explained well enough?
2. Perhaps it might have been a good idea to ask the customers who came into the shop if you could help them?

Now look at YOUR online proposition – your website. Do you think it's good enough? It is, emphatically, your shop window. And when people do visit and take the time to look around (by the way around 50 – 60% of your traffic – your visitors – will spend between 0 and 10 seconds on your home page before deciding they don't like what they see, or can't find what they're looking for and jump ship!) what will you do? Let them slip through your fingers? Or will you ask them if you can help?

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At Essentiamail we spend every day helping our clients get in front of the people they can do business with. From office furniture to online back-up and more besides. And we let them know who is visiting their 'shops'. And that means they can ask – 'can I help you?'. So the chances of making a sale – or perhaps the opportunity for having a quality conversation are dramatically increased.

But that's not all. We also work with our clients to help them get better results by looking at how their online proposition stacks up against the competition. And how effective their sales processes are (you must remember getting a call – 'we sent you an email or a brochure a few weeks ago – do you remember?' Yeah, right, that'll work!).

Get your shop window absolutely right, define your value-add, and get your sales processes in order and you'll get the sales you want.

Otherwise? Go on, shoot the messenger!