

Business Bullet ~
PEOPLE WHO WILL NEVER BUY FROM YOU

As a business owner, I have spent years trying to placate people who asked for all kinds of freebies and exceptions, and they never bought. Wasted time and energy, and no money. When I first started out, I believed people when they asked questions, and I bent over backwards trying to help them. And never got that chance...at least not as a paid consultant. They got a lot of free help. Then, it hit me. I needed to be more selective...something difficult when it took me so long to learn how to use the word NO. I didn't like to hurt people. Well, silly me, they were hurting me...and using me. No more.

Don't get me wrong...I still LOVE helping people. And I do offer a limited amount of gratis help. But, then they need to sign on the dotted line if they want more. And they usually do.

So, let me share some wisdom with you. Your time is valuable, and your time is best spent on your very best customers. It's your job to be selective about who you accept as a client/customer. So, who are these non-buyers, and how can you tell them apart from the serious 'shoppers'?

1. **Missed deadlines** – Let's say you are waiting for a potential to give you a decision. It's like going on a first date, people are on their best behavior. Then, after when they are supposed to call you...they don't. And when you contact them, they have 'excuse-itis'. Never going to work out.

2. **Ask too many questions**– When you are talking with a potential 'interested' person, and they ask you question after question after question, with each question becoming more obscure, and about 6-10 questions into it, you are wondering "What is going on?" They want you and your answers, but they are never going to buy them. So, tell them you feel that it wouldn't work out for them, so they at least feel like they 'won' instead of being 'tricked'. Turn them loose, as they will become your worst nightmare if you don't.

3. **Weird requests for negative reviews** – I actually read this somewhere, and got to thinking about it. You see, we only list our positive testimonials, representing us as good at what we do. But, of course, they can find other reviews out there on the search engines. But if they contact you and complain to you that you either don't have enough reviews or they can't find negative ones, guess what? They are looking for a reason not to work with you. Move along...

4. **Quick answers**– When you are talking with a potential and they don't want to read or hear about all the details, but want you to cut to the chase, they are looking for shortcuts. If you provide shortcuts, well and good. But, most of us provide services that take a little time to explain. Sort of like a menu at a restaurant...here is what it is called and here is what you get if you want this, or if you want this... These are usually people who ask the waiter, "What do you suggest?" because they don't want to do the work to find something that fits them. Keep moving along...



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5. Disappointment – If a potential did the research on you, make the decision and then seem to find that they question every move you make, even if you have sufficiently supported your actions. This is a non-buyer in the end, who will either ask for their money back or threaten to sue you. This has never happened to me but I have heard horror stories from others. These people have deep, underlying emotions they need to resolve. Avoid where possible.



6. Prices are too high– For those ‘shoppers’ who seem to keep asking for your pricing, before you get a chance to show your value, then they are ‘low quality customers’, who will keep complaining about the costs, and who will never buy anyway. What I do is suggest some free resources, and

suggest they call me back when they want premium help beyond those resources. I usually don’t hear back from them. Whew!

Are there more? Yes, but these are the ones that I have met over the years, and remeet...and remeet...Yup, they are out there, just waiting for you. Be ready!! It’s your job to be selective about whom you accept to work with, whether you are a sales person, a consultant, it doesn’t matter who you are and what you do. We are all sales people in the end. So, beware.

People who miss deadlines, who don’t take you and your services seriously, or rudely cut you down in your pricing, will all cost you in the end. You’re better off avoiding them altogether.

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