

Simplify your sales effort now

save time, money and build in 2014

As we approach the New Year there's still time to reflect on the marketing you did in 2013 so that you can tighten up your strategy for 2014 by narrowing and defining your target customer.



Select target market

You may have opened shop but the old saying "open and they shall come" hasn't worked out as planned. Let's face it, without sales, little else can occur. For stronger sales in the upcoming year let's take a small step back to understand the main point in the entrepreneur's sales process by "selecting our target customer" and then moving forward. Right now is the best time to plan for 2014!

Step back & focus

As an entrepreneur you're already juggling many hats, making it even more difficult to target to everyone. This is even truer if your marketing budget is slim. To eliminate clutter and stay on track, the owner must step back and focus

on a target group of customers instead of assuming "everyone needs this."

Identify

As your company grows and becomes more financially established it can then consider targeting different groups that might want or need your product. It might seem counterintuitive to narrow down who you intend to market to in the beginning, but this focus increases your chances of successful communication with the right people instead of wasting resources.

By narrowing down your target market, it is easier to determine what problem(s) a group of customers have in common. You can also better identify purchasing habits, their budgets and needs. By identifying the group of customers with a problem, this gives you the biggest possible market that may benefit from your solution.

For example: A boutique shop in Berwyn that sells stylish women's clothing at a mid-range price

would like to target every woman in Berwyn. That's a lot of area to cover and would require a large budget. Instead, the business should focus on the following target: females ages 21-42 years, looking for deals and specials, frequents nail and hair salons to keep up appearances, goes out to clubs or lounges to show off their new style, and has a career in an office setting.

Now that you narrowed down it's time to make the connection. In our example, the owner can cross promote fliers with local nail and hair salons and can go further by inviting employees and their clients to secret sales. Host a fashion show at their boutique to feature new outfits. Promote the event through Facebook and contact the local media for coverage. At events, build a strategy for guests to "like" your Facebook page and make sure everyone gets a deal. Network at business after hour events and build relationships. Reach out to the local community college business department

to be a featured guest speaker on entrepreneurship and hand out goodie bags. Grow your Facebook Page with in-store signage and mention to customers at the end of the sale. Once your "likes" grow, run surveys to discover new trends or ideas. It's a two-way street.

Your marketing efforts will be an ongoing cycle as it can take up to seven or more attempts before a potential customer sees your message. However, a well-defined target market brings clearer messages and better outcomes.

Learn more

Join us for a roundtable lunch, discussion & network at:

Berwyn Business Connect
Tuesday, November 12
Berwyn Public Library
2701 S. Harlem Ave.
2nd Floor Community Rm.
12:00 - 1:00 p.m.

Please call the BDC at 708.788.8100 if you have questions.