

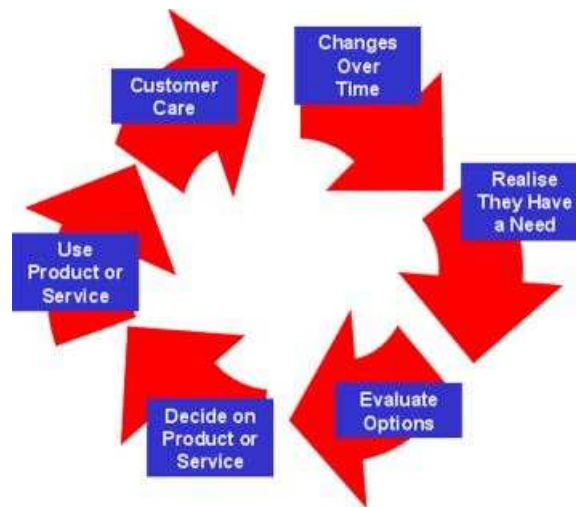
# The Buying Cycle

It's strange to see a buying cycle instead of a selling cycle but when you think about it...it's more logical.

No one likes to be sold anything. Not even you. So why should we force a selling cycle on our customers.

So let's fit our selling around how they like to buy things. And let's get this right into the 21st century with the internet.

Here's the buying cycle. It doesn't include you in it. You have to make yourself appear along the cycle to help the customer buy whatever it is you're selling. The trick is to see where your customers are in the cycle so you can sell alongside their buying cycle. Easier said than done.



## Realise they have a need

The cycle has got to start somewhere and I've chosen to start it here. This is where your customer realises they need whatever it is you're selling. The hassle or cost of not having it is outweighed by the need to want it.

Hopefully you're on the scene when they realise this and that would be an easy sale. Otherwise they'll carry on and buy it themselves, or from someone else, perish the thought.

Let's assume you're not there and they go ahead on their own steam.

## Evaluate the Options

The first thing most customers will do is to evaluate the options. The choices, the prices, the variety of products for sale. Many people do this on the internet and actually prefer this method. A lot depends on the product. Small ticket items are bought happily on the web whereas big ticket items are not necessarily so. However a good friend of mine bought his car on the web, without a test drive.

# The Buying Cycle

## Decide on Product

They then decide on the product, hopefully ours, buy it and then use it.

## Customer Care

Customer care is the make or break and I'll tell you why. Shortly they continue through the buying cycle and changes over time will occur. This will cause them to want to buy another or newer product, maybe like the one they've just bought. If you've cared for your customer and they remember you...then chances are they'll come back to you again.

This is what will make you different to the next salesperson. We must keep them sweet and care for them continually. We want them to keep on coming back and recommend us to their friends.



## Changes over time

Changes over time we need to be looking out for. This is where it's been a while since they bought a particular product.

The problems associated with not having the product are getting bigger and bigger and the benefits of the product are becoming more important. If we can spot new customers here we're onto a winner as a few more benefits might shift them to the next stage.

When they realise they have a need, this is when we want to be speaking with them.

And the cycle goes round and around and around again.

Makes you think about selling through your customer's eyes. After all they're more important than you. Sorry did that hurt? So ditch the selling cycle and focus on their buying cycle.