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It's a circular elevation - part 1

Dear :

There's a chain of people I describe to my clients. It goes: **leads (anything with a heartbeat), prospects, 1-time buyer, repeat buyer, loyal fan, unpaid salesperson.**

There are fewer and fewer in each link along this chain, but each is more important than the last. Ask anyone with a successful business, and they'll tell you that the real money comes from their "regulars." It's the people who come back in over and over. Now, your business strategy could be to hope people become regulars, but you know what they say: "hope" is not a great strategy.



You should have a process in place that speaks to each segment of this chain, moving them from one link to the next. A lot of entrepreneurs and business owners understand that. But, they look at that journey as a straight line!

Instead, imagine moving these folks along a circular roadway that wraps its way up the sides of a mountain.

For now, let's ignore the first three links on that chain: leads, prospects, and 1-time buyers. Working with each of those links is a whole course on it's own! But let's concentrate on the last three.

A "repeat buyer" is someone who has purchased from your business more than once. At one point, I was taking a bus and a train to and from work. On my way home on Fridays, I would visit the convenience store by the bus stop and pick up a pack of beef jerky and a soda. That made me a repeat customer. but when I

changed my route home, or I didn't have money in my pocket, I didn't buy anything. Did they miss me? I don't think so.

[We call them "convenience stores" because we visit them if it's convenient for us to do so - not because it's a convenient place in our neighborhood, or on our commute, to buy stuff.]

Businesses want to convert as many folks as possible into loyal fans - regulars - who will buy from them on a regular basis. People who will go out of their way to do business there. They have reasons that they prefer to business at that store.

There's a local grocery store chain where my wife shops for food. Well, I should say, there's one particular store in the chain where my wife shops. Yes, she likes the chain, but she prefers shopping at one store specifically. Ask her, and it's for several reasons: the people, the convenience of getting in and out, the location on a local roadway, and the selections available at this particular location.

Here's my point: you want to keep them circling that mountain - that is, your business - and moving ever upward on that roadway. You want to move them in a circular path with your marketing strategy, but each time they hit "the same place," they're actually higher up the mountain. They have a more rarified experience.

For instance, 1-time buyers use coupons (discounts on items). But the next level would be a member (or loyalty) card. For you, which would you rather they have? Remember, you can track them easier with a loyalty card!

Most marketers try to be "novel" and "exciting." But the real power comes when your communication is direct and transparent. The next time we talk about this upward sales spiral, we'll discuss how to get people to the top - to be an unpaid salesperson for your business. Heck, **they'll** pay **you** to be your salesperson!

Thanks for joining me. I hope you understand a little more about this upward sales spiral now.



Until next time, be well and stay healthy & happy!

Very best,

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