

WEBSITE MARKETING

WHY CUSTOMERS DON'T BUY

JUDITH CULP PEARSON



Resistive Prospects?

12 KEY REASONS PROSPECTS DON'T BUY

JUDITH CULP PEARSON

JUDITH CULP CREATIVE COPY

WHEN PROSPECTS ARE RESISTIVE

There can be lots of reasons a prospective client may not purchase or may abandon their shopping... the phone may ring, someone comes to the door, kids disrupt them.

But if you cover the 12 key issues I'm sharing here, you greatly enhance your odds of them actually taking action.

The newest word in marketing is UX. User Experience. People aren't just shopping they are having an experience. Engaging them and creating a "happy", positive experience leads to more sales,

...and loyal shoppers.

1. Lack of confidence in you

Prospects need to know and trust before they will buy. If they don't have this confidence fears niggle and hold them back. They might be thinking your product or service wouldn't work or be right for them. They feel uncomfortable or confused. They need assurances and to feel safe.

Content and copy must provide this atmosphere. It must be written to tell them enough about you that trust is built. Warm and conversational, they need to learn about your credentials. They want to know you care and have the knowledge, product, service to solve their problem. They need to see so much personal benefit they want to buy.

The more expensive the purchase, the more trust and confidence they must have to take action.

2. Price

Prospects need to understand your pricing and appreciate your value. They need you to make it clear why the product/service is worth the price. They need to understand your promise and its benefits to them.

How it's going to:



- Relieve pain/suffering
- Improve their financial status
- Enhance their appearance/build confidence
- Enhance their health/wellbeing
- Make them feel important/elite
- Alleviate a fear / eliminate a concern
- Make their life easier.

3. Bundling package



Prospects may be frustrated with the product bundle you are offering. They may not want a full complex package at the first purchase. They may feel trapped or tricked by auto-ships or auto-renewal if they feel unsure whether the product will work. They want it their way.

Consider how you can deconstruct your offer. How can you make the buying process easy and customizable? This can work many different ways depending on the product or service you're offering.

Take a look at how Amazon does this. They give you all the information on a single item...then always show you what people often bought bundled. This triggers additional adds to the shopping cart. Buyers may even think..."Thanks Amazon, I hadn't thought about needing that." It's a user friendly approach and adds to the positive experience.

4. Access – They want to know the source

Buyers want the confidence that comes from seeing how something is made/created and the care involved. They like to interact with key people in the company they will be dealing with.

Don't focus on positions like customer service or shipping. Instead put faces on people who handle these services. Let the prospect meet them and see how happy they are to be on the team.

Incorporate pictures or short videos of these key people offering tips to enhance the buying experience or solving a FAQ.

Who is the "voice" of the business?

If it's you, be real and visible. People like to know who they are doing business with. You become a major part of your brand... someone they get to know and trust.

5. Payment



Help your prospect with a favorable payment structure. They need this to feel safe. And they need to see so much value that it makes more sense to purchase than not.

We see this all the time on television infomercials. Lots of value. A deal that's hard to refuse. And 3-easy payments of \$xx.yz. Favorable payment options can make the purchase a no-brainer.

Favorable payments may also be in the form of a discount for purchasing multiple items. In the world of supplements there may be a single item price, a discount for buying three or a super discount for purchasing a six month supply.

Service providers may offer a single treatment or a bundle that is discounted when pre-purchased. Fitness centers may sell by the month, quarter, year or life-time membership.

6. Quality



There's a lot of junk on the market these days. Your potential customer may be skeptical of the quality of the offering based on what they have previously seen/experienced.

A beautiful expensive spa can go out of business if the quality of offerings is not consistent or what is expected. A product provider with a history of recalls isn't where the consumer wants to shop.

Make sure your product/offering is better than the average. Explain how it is different or unique. Demonstrate your attention to quality from start to finish. The prospect wants the details. Define your Quality Assurance (QA) process so they can see the quality and value it. Guide the viewer from concept to development, sourcing, to production and the buying process to build their confidence in your quality.

7.

Post-Purchase Support



The prospect may be thinking... “I’ve failed with something similar in the past... I’m not sure this will work for me.”

You need to teach them how your product or system is different, unique, beneficial. Assure them you will be there while they are trying this.

Why Prospects Don't Buy

If there is a learning curve support them with interaction.

Support learning videos to walk them through potential challenges might be useful.

Be there if they need to reach out. Support during this process can prevent returns and refunds.



8. Accountability

Add the unexpected... a layer of accountability. This ties into training but takes it a step further.

Show them how you will make it work for them this time. Do you offer features that allow them to track their progress?

Some products are pretty straight forward, however alternative health, skincare, CBD, fitness and weight management need lots of support and connectivity to keep the buyer on-track.



9. Your design doesn't wow them

Why Prospects Don't Buy

Maybe your design isn't what they've come to expect and it confuses them. Use your design as a point of difference.

Show them why your way is *better because of its difference or uniqueness*.

You'll help them succeed this time because it is a different approach.

This time they will have the support and engagement. This time you will be there for them. Tucked-away becomes discretely located. Lemons become lemonade. They join you... you become their coach.

10. Proof



Why Prospects Don't Buy

Buyers need overwhelming proof. They need to see how it has helped others. It may be studies, research and statistics. But the best proof is in other buyers who are thrilled with actual measurable results they have gotten.

It's smart to engage one or more of these delighted buyers. People who is so excited they are happy to share their success stories and can't stop telling everyone how fabulous and beneficial this is.

Photos, or videos of excited, happy successful customers boost proof to a higher level. Include these at every opportunity.

Ask for the testimonial at the conclusion of the transaction. Buy a car and you will get repeated emails until you fill out the customer satisfaction form. Why... because they are so valuable. They help prospects feel confident that they too can have this, do this, achieve this. Collect them from every purchaser you can.

11. Assurance



Why Prospects Don't Buy

The customer may not quite yet trust you but your assurance that if they are unsatisfied for ANY reason you will refund their money builds this.

Your 100%, Iron-Clad, no questions asked Guarantee, is crucial to their confidence in you.

Pre-internet it was hard to find out what experiences others may have had. But today, a Google search can turn up all sorts of reviews. If there is an issue with a product, a company or the customer's buying experience it's easily found.

12. You didn't ask me



Why Prospects Don't Buy

Be sure to ask the prospect to buy the product or sign up for more information. They won't buy if you don't ask or have an easy way to take the next step.

In a recent research survey of customers who didn't buy, a surprising number gave not being asked as the reason for not purchasing.

A good example is a local community college online-catalogue of upcoming classes. There is NO easy way to get more information, have questions answered or sign up. You have to go to the campus in person to register. Undoubtedly, this reduces those who sign up for non-required classes.

The most successful businesses make the customer buying experience guided, easy and positive. They offer multiple ways to get more information, questions answered and the buying process smooth and intuitive.

Want an outside view of how well your system is working for your prospects? Give me a call and let's schedule a time to chat about ways you can engage more potential clients and get them to take action.

Judith Culp Creative Copy
Office: 541-485-1004.

judith@jculpcreativecopy.com
Cell: 541-543-3070