

1061-Marketing - Know What Solution Your Target Market is Looking For, and Provide It

When you select a target market, it's a mistake not to have any understanding of what solution that market is seeking. If your solution is not the recognized and preferred solution, you'll spend all your marketing and sales efforts "chasing" and trying to convince prospects to buy from you. It will be hard to close sales, and the sales process will be a struggle. Here are a few ideas about ensuring that your solution is the one your target market seeks.

1. Choose a target market you understand deeply enough that you fully understand their needs.

You should have familiarity with the motivations, emotional context, and drivers behind their desire for a specific solution. Give people what they want. The more exactly you provide what they want, the simpler it is to sell your solution to them.

2. Don't make the mistake of trying to sell what you think prospects SHOULD want.

It's easy to get into a self-righteous stance and feel that prospects should want what you know is right for them, but this will not win you new clients. Once they've worked with you a while and gotten their full confidence, that's the time to broach these concepts. By then, they might be open to your ideas - but don't force your opinions on them. Suggest and leave it there.

3. Stay ahead of demand.

Don't think you'll be successful with outdated solutions. Unless your market specifically prefers old ways, your market will simply take a "pass" on your services. You won't be competitive, and your solution will seem laughable.

4. Provide a solution that is a total package and gives full relief.

Don't provide a partial solution and force your prospects to find the rest of the answers for themselves. Do what it takes to come up with a complete package. This might mean adding products to your services or packaging more than one service together. The key factor though is to provide all that they need to be relieved of their problem.

5. Think about "tiers" or levels of service, including a basic service and additional add-ons.

Be sure that you demonstrate additional value for each tier, and create a compelling case for each new tier. Help your prospects recognize the possibilities in your top tiers, and make sure that you package them so that they will be strongly desired.

6. When your prospects tell you what they want, believe them.

Suzi Elton provides business writing that attracts targeted prospects to your service business and converts them into clients for you. She is a Robert Middleton Certified Action Plan Marketing Coach, as well as a professional writer. Her website offers a free series of 8 assessments you can use to analyze your own site.

To learn how to perfect your target market description, read about her Precision Target Market service at <http://www.wowfactorwriting.com/services/precision-target-market/>

Listen to them. Provide what they want. You probably have brilliant ideas of your own, but if they aren't what the market wants and is looking for, be cautious about charging forward. It's easy to project our ideas about what the market should want onto the market. Be aware of the dynamics and follow the lead of your target market.

7. Be realistic about your ability to provide what the market wants.

Do you have the skills, background, and experience to perform as you promise? Don't stretch the truth. Gain additional skills where they're needed. Put yourself "in the zone" where you can provide what your target market desires.

When you're clarifying your target market, it's important to know - and to provide - the solutions your market is looking for. Doing anything else is going to create a frustrating marketing and sales cycle for your business.

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