

Magnetic Qualities *by Cathy Kuzel*

Magnets are wonderful things! Their applications are endless - from the high tech industry to jewelry.

Does your business possess a magnetic quality?

Let's take a look at the properties of a magnet and how we can apply those principals to increase our business.

There are two simple properties of a magnet -

- attract/hold
- repel

And we know we want to attract clients not repel them right?

We attract our clients in many different ways.

Some of the more common methods that retailers will use are limited time offers, seasonal promotions, client loyalty or frequent buyer programs. These work to a certain degree however, if they're over-used, the described methods will do the exact opposite of what is intended - customers will be repelled. "Oh, it's just another sale. They'll have it again next month."

Egads! Unless you're a liquidation center, you don't want to be just another discount store.

Same thing happens with the people you employ.

Train an employee well, and you will be rewarded with a great asset that will create for your business a 'magnetic' quality. It's amazing how many people will keep coming back just because there's a smile on the sales person's face and a 'how may I help you?' attitude instead of a "how may I sell you?" attitude - or just no attitude at all. (that's another article!)

You want to attract clients that will come back just to see what's new and exciting. You want them to recommend your business to their friends, family and co-workers. You want to create "ambassadors".

The basic principals of a magnet are how we can best describe our business - attract and repel.

Now let's look at one of the more advanced properties of a magnet.

IT CAN BE USED TO RECORD AND STORE INFORMATION

Think about what we all have in our wallets and purses - that's right! Credit cards, bank cards, gift cards. We all have them.

Take one out and look at the back of it.

See that magnetic black strip on the back of the card? It contains info about who you are, where you live, your account # as well as recording every transaction you make, where and when you did it. **AND THEN** the card companies take that info, look for patterns and decide what kind of buyer you are and how they can improve their marketing techniques to increase their client base, market share and ultimately their profits.

To increase your client base which will increase your sales and ultimately increase your earning potential, you need to employ the **A.M.P. method**

"Advanced Magnetic Properties"

Don't reinvent the wheel when other companies have spent millions, yes millions, of dollars in marketing research and you can borrow a page from their results.

Even on the internet we find our computers bombarded with 'cookies' that log our preferences and notify the company when we've visited them again. They can record what pages we view on their site and how many times we may come back to a particular item.

You can do the same!

In my Weekenders business of women's fashions, I keep track of my clients' purchases so that I can give fabulous customer service AND help myself at the same time by being pro-active in my business.

For example: I make a list of my clients who have spent \$350 or more in 6 months on new fashions. I take a look at their buying patterns – whether they prefer pants to skirts, suits to separates or bright colours to muted tones and then I get on the phone.

"Hi Trudy! This Cathy with Weekenders, am I taking you away from anything? I'm updating my client fashion files and I've noticed that you are one well-dressed woman! Because you love these clothes so much, would you consider sharing them your friends and co-workers? Instead of taking compliments at the office, you could be taking orders. and I think it's something you might find very appealing! You could be on the receiving end of a Hostess Shopping Spree - and we all know that FREE fashions are a good thing. As a sharp dresser, your next pantsuit could be free of charge. Can I show you how?"

Keep in mind that sometimes a magnet doesn't have a strong enough attraction to draw something to it. That's equal to getting a "no" in our

business so you need to make sure your 'magnet' has enough 'draw' to attract the kind of business you desire.

Even if it can't attract the object, a magnet has a magnetic field that can alter the position of the object. If you recall your elementary school experiments, as an object gets closer to the magnet, the attraction grows stronger. That's equal to an "I'll think about it" in our business.

And I'll leave you with this thought . . .

"The closer to the earth's center that magnetic ore has been mined from – the stronger it becomes."

Your core is your existing client base. We know that it's easier to keep than to create more clients. If you treat your existing clients with the service, recognition and rewards they deserve, they'll attract new clients for you.

Now isn't that a novel concept?!

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About the Author

Cathy Kuzel, author of Are you a Collector or a Connector, publishes "Connect!" a monthly ezine providing free information and resources for entrepreneurs. She is a professional speaker and trainer on sales, customer service, professional development and a guru at networking.

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