

How to SHINE in the eyes of your potential buyers

In the real estate business, thinking of how to make money or how to survive in the industry is not enough. You're not the only player so you've got to stand out. You need to glimmer. You have to “shine” in the eyes of your existing customers. You need to be attractive to potential clients so they can immediately spot you.

But how can you do this? How can you make yourself “sparkle” amidst your competitors? Here are a few simple tips on how to show everyone that you mean business and that you're in for the long haul:

BE HUMAN. Androids can't close deals

Have you tried listening to a glassy-eyed, expressionless, monotonous customer service representative? Would you like to deal with anyone who speaks, acts and looks like a robot? If you don't, then don't make your customers deal with one.

Many business owners train employees to learn rote greetings that are full of life. They train their sales people to use drab sales pitches and insincere apologies. Thus, when talking to customers face-to-face, see to it that you use their names, make jokes with them. You can stay polite but try to maintain the conversational tenor. Never attempt to look like an android and try your best to identify yourself with your customers.

When using many communication channels, see to it that they are reliable. Companies that provide many ways of communication are easier to transact with.

Buyers today are no longer passive or immobile; they want businesses to listen to them. Excellent communication strategies will enhance your customer service. It will also give you that point of differentiation from your rivals.

KNOW your client

If you want to survive in the business, you need to spend time knowing your client. Know their names, needs and wants, what kind of dog she/he owns, what is her/his favorite bookstore and so on and so forth.

And the key to know and learn about your client is to remain in constant communication. Communicate even after closing the sale. Following the transaction, do your homework. Connect with them on LinkedIn. Find and send them a friend request on FB. Twit to them. Find commonalities within your industries, connections, job roles and more. Start to find ways where you can add value to them through referrals, blog posts or training sessions.

With today's digitized environment, you can differentiate by the experience you deliver. Not the products you sell. Learning about your client will extend client relationships beyond "hi" and "hello." It will definitely go a long way to enhancing customer service.

Build TRUST

A client's trust and commitment are important. Trust lessens the perceived risk and vulnerability in a partnership. It leads to increased customer satisfaction and reduced agitation. Not acting in your client's best interests by lying or hiding is a mistake. Your customer will realize he/she can't trust you. The client will abandon your business relationship without hesitation and delay.

Differentiation in business can mean a lot of things. It can mean extensive research. It can mean product quality. It can also mean innovation in your service offerings. Or it could mean a sincere and intelligent relationship with clients. Think the way your clients would think and empathize with them. If you can do this with gusto, you're on your way to success and in achieving your desired bottom line.