



You Are What They Think You Are: Selling the Product

Marketing Webinar for Direct Marketing Farmers Session Assignment

Perception is Reality. You never know what your customers actually think about your business and products. Unless, of course, we ask. It's important to know the customers perception of you and what their values are so that we can relate our business and our products in ways that matches customer needs and motivations.

- 1) Write a description of what you think people should see when they look at your business and products.

- 2) Talk to 5 different people who are familiar with your business, preferably customers, and ask them what they see when they view your business and products. What are the main characteristics, good and bad, that they identify with you?
 - a. How does this compare with your own view?

 - b. What changes can you make to bring your business and products in line with what you want customers to see and what they actually see?

- 3) Choose your top 3 products for this exercise
 - a. List the features of each product:

Product 1	Product 2	Product 3

b. List the benefits of each product:

Product 1	Product 2	Product 3

c. With each product, identify what would motivate a customer to buy your products:

Product 1	Product 2	Product 3

4) In previous workshops you have identified your target audience. Using the products listed in Question 3 and knowing your target, what motivates your target customer to buy? What can you say about your business and products that addresses those motivations so that they will buy your products?

	Customer motivations	How can you position your product to match customer motivation?
Product 1		
Product 2		
Product 3		

- 5) What can you do to create a unique selling experience for your customers? Your answer should include addressing concepts such as branding, display, your space, cross/suggestive selling, product, price and yourself.