

THE BEST WAY TO FIND CUSTOMERS

There are many different ways to engage in new customers. “Which one will be the best?” – is the question for marketers to answer. You should find it by yourself and use it correctly, because the result of work depends on it. It may be even some ways to find customers for one company. Here are the most widespread ways to find new customer:

- Talking (customers are selling your product)

Talking is the most reliable way of extending the information. What customers are telling about your product influence a number of new customers very much. It may also help you to retain your old customers.

- Trade fair, exhibitions (your product is being selling by contacts)

Trade fair is a very good place to make contacts or find new customers. It will help you to keep high your company in customer’s eyes. You may use trade fairs of exhibitions for introducing a new product or a new strategy.

- Commercial visits (trade workers are selling your product)

Trades and facilities are associate to each other. Your trade workers should not only be able to sell the product and also give all necessary information, especially for new customers.

- Television, radio advertisement (advertisement is selling your product)

Advertisement is one of the largest industry. Use it correctly and you will have many new customers.

- Demonstrations, free coupons or examples (the product is selling itself)

It’s better to see, then to hear. Demonstration is often the best way of introducing a new product.

- Web-sites (the Internet is selling your product)

If someone wants to find something, it will find it. It may be your product. You should do all your best for it, and as the result you will have new customers.

- Location (your product is being selling because of its location)

In supermarkets 60% of products are selling unplanned. If your product is at the very good place, and there will be some advertisement in the supermarket, it will give the result.