

Is It For Everyone?

Even if your product or service could technically be purchased and enjoyed by anyone, this still doesn't mean that this is the correct way to sell it. Why? Different customers are in different places. Marketing is expensive. If you tried to get everyone to buy your product/service at the same time, any company would go bankrupt based on the high marketing costs.

Different customers can afford different things. Some require a product or service to be extremely luxurious, but they are willing to pay for this. Others only want basic features. Delivering a product or service to these two sets of customers in the same way, wouldn't make either 100% satisfied leaving room for the competition.

Different customers like different things. Some businesses want to be hand held, others want the cheapest option. This is based on their own corporate strategy. Some customers want help in shopping, while others like to do everything themselves. This is the reason why there are bank machines and bank tellers.

Business Solver Modules:

- ❖ Picking a Target Market
- ❖ Who Is Your Target Market?
- ❖ Full Offering

With people and businesses being different, it is finding a niche and meeting their needs exactly that shuts out the competition and makes selling to them easier.

TIP: Selling to a niche marketing is simply easier.

