

Likeability

Coaching Questions

Do you have any likeability marketing tools that you use currently in your business?

- Smiling is the number one likeability tool. It is used in person, over the phone, and even can help your mood when writing an email. Smiling is affordable and helps in all aspects of business.
- Make sure that you have ways of building your customer relationships with both new and existing customers. Don't forget the ones that you have.

Is your target market similar to you?

- Going after customers that are similar to you makes it easier to relate to them.
- It is easier to understand what changes they may be going through in terms of life changes or how they are using technology.
- Your language will resonate with them more effectively.
- Selling to them will be easier as you will have things in common and you will be able to build a relationship from the commonalities.

Do you assume people should come to you?

- Be humble. Do not assume that you know everything as this creates more than confidence, it is arrogance. People want to feel important, and dealing with someone who is arrogant will turn potential customers away.
- Don't assume. Never assume that your product or service is perfect for someone. There may be something different in their lives that requires customization or a reason why they may not be ready to buy right now. By assuming anything about a customer without hearing this information from them directly, you could jump to conclusions that make the customer not like you as they don't believe that you understand them or have listened.

- Give first. Give without expecting anything in return. By giving, you have invoked the law of reciprocity where the individual will feel as though they are indebted to you. It increases the chance that they will give business to you time and time again.

Are you flying by the seat of your pants, relying on your natural likeability?

- Consistency is the key. Having a plan to consistently build your relationships makes sure that individuals do not fall through the cracks.

Examples of Likeability Tools:

Smile
Eye Contact
Remember People's Names
Networking
Give Referrals
Follow Up With Old Customers
Feedback Forms
Call Display
Online Forwarding
Board of Advisors
Thank You Cards
Use Personality
Warm Calling
Anecdotes
Customer Surveys
Sponsor An Event
Referral Program
Pictures of Customers
Guarantee
Upgrades
Loyalty Program
Customer Events
Memberships
Webinars

Donate Your Product
Lunches/Dinners
Birthday Cards
Employee Photos
Lunch & Learns
Coupons
Presents / Gifts

