Signs of Quality

10 Ways to Instantly Boost Your Trust Factor
About the Author

I’m Pamela Wilson of Big Brand System.

Big Brand System is devoted to helping people like you who need to market their business themselves.

I show you how to build a BIG brand for your business through a combination of strategic marketing and great design.

You don’t have to have a marketing degree or artistic talent to build a recognizable brand for your business. With the right tools and some guidance, anyone can do it.

I’ve been helping large organizations and small businesses market themselves since 1987.

Since 2010, Big Brand System has been my primary focus. I post weekly on my blog, write a popular newsletter, and am honored to write for some of the top marketing blogs today, like Copyblogger and Constant Contact.

Follow the links below for free resources you’ll find on Big Brand System that will help you learn how to market your business yourself.

Discover free branding resources on Big Brand System

Get my free Marketing Toolkit here
Signs of Quality: 10 Ways to Instantly Boost Your Trust Factor

Do you struggle to compete with more established businesses? Maybe that’s why you read a blog called “Big Brand System.” You want your business to grow, and you know that building a solid brand presence will help.

In the end, though, your prospects will become customers because they trust your business. They’ll open their wallets because they perceive quality in your offerings.

But when you have a limited marketing budget, how can you communicate quality?

Quality isn’t expensive to deliver

The good news is that quality doesn’t have to cost a lot to deliver. Your ability to deliver quality has more to do with thinking through the buying process from the perspective of your prospect.

It’s about anticipating and meeting their needs, every step of the way.

Is your quality hiding?

It’s not enough to offer a high-quality product, or top-notch service. You have to communicate it every time you interact with a prospect or customer.

That’s what today’s post covers: how to set up a sales process that exudes quality at every step.

We’re going to break down the process into three steps:
• The pre-sale process
• The product or service you offer
• The post-sale process

By the end, you’ll have a list you can use to ensure everything you sell is presented in a way that communicates quality.

THE PRE-SALE PROCESS

1. Take questions and objections into account

When it’s time to plan a marketing campaign for a new product or service, most business owners think one thing:

“What will make them buy this?”

I’d like to propose you first think about something else:

“What will stop them from buying this?”

Because as your prospect is learning about your service or product, they are actively trying to talk themselves out of making the purchase.

The more you can anticipate the conversation that’s happening in their heads, the better chance you have of creating marketing materials that will answer their questions and head off their objections before they’ve had a chance to become entrenched.

This means thinking through every possible reason your prospects won’t buy. It’s fine to include price objections, but don’t stop there. What else might they be thinking?

• The timing isn’t right for me
• The product won’t work for me
• I don’t trust the business delivering the service
• I’ll buy it and then I won’t use it
• Your location is too far away
Once you understand their objections, you can weave the answers to these objections into your marketing and sales materials.

Doing this demonstrates you are sensitive to your prospects’ needs, and is a marker of a high-quality business.

**2. Present your offer clearly and completely**

You’ve probably heard this marketing axiom before:

“A confused mind doesn’t buy.”

If your offer isn’t crystal clear, your prospects will wander off. Because in order to spend their hard-earned money, they need to understand:

- Why this offer is perfect for them
- What they’ll gain by making a purchase
- The exact features of the service or product
- What they’ll lose by not purchasing
- How the product or service has helped others
- How there’s no risk to them (more on this below)

You may feel uncomfortable with going into so much detail. Isn’t that pushy?

But if you leave out any of the items above, your prospects won’t have enough information to make a decision.

Take the time to spell everything out. Be proud of what your business does, and show that pride with a clear, complete explanation of your offer.

**3. Extend a solid guarantee**

Another marketing maxim is that over time, guarantees make more sales than they cost to offer.
Your prospects have a lot of fears swirling around in their heads at the moment they’re making a buying decision. They’re thinking things like:

- Will I be wasting my money?
- Is this product going to work?
- Is there some kind of catch I’m not seeing?
- Will I feel like a fool for having bought this?

When your business stands behind what it offers with a solid guarantee, you calm these fears.

Don’t be afraid to offer a guarantee that’s above and beyond what others offer. Extended guarantee periods and even lifetime guarantees are often used for larger purchases to help lower the perceived risk for your prospects.

**4. Include testimonials**

Another proven way to boost your trust factor is to hand the stage over to your customers and let them do the talking.

When your sales process only includes messages from your business, your prospects may feel like the information is just a tad biased.

But when your customers take the stage and speak about their experiences with your product or service, your prospects have the opportunity to visualize themselves as a customer, if only for a few moments.

They imagine they’ll have a similar positive experience, and get results like the ones they read about in your testimonials.

This visualization process helps them to take that final step and place an order.
YOUR PRODUCT OR SERVICE

5. Design your product or service with your customer in mind

Your prospect has now crossed the threshold and become a customer. Congratulations.

The trust building doesn’t end here, though. It’s just beginning.

Your customer’s experience of your product will form a long-lasting impression. It will determine whether or not they become a repeat customer.

And that directly affects the future of your business. It’s much easier to market to a group of loyal, happy customers than to have to start from scratch month after month with a group of prospects who don’t know your business.

Make sure your product or service truly meets your customers’ needs. Listen to the feedback you get from early buyers, and adapt your offering to cover what’s most requested.

Read on to discover more ways to pave the way to a smooth customer experience.

6. Have a customer service process in place before you launch

No matter how clear you’ve made your sales and marketing process, your customers will still have questions. How will you handle them?

If your business is small, you may be handling them yourself. Once your business grows, you may need to hire a team to handle customer service requests.

Either way, it’s a good idea to begin keeping a document of frequently asked questions, and your standard response to these questions.

These standard responses can be pasted into emails when you’re taking care of customer service yourself, and can be handed over to a team member when you’re ready to delegate this task.
7. Make your product or service easy to use

We’re all pressed for time, so ease of use is crucial. Your customers can’t be expected to “just figure it out,” and it’s your responsibility to make their interactions with your product or service trouble-free.

• Think through their “unboxing” experience, whether you offer a product or a service. How can you wow them from the very beginning?
• Brainstorm all the ways this initial experience of your product or service may be confusing or unclear. Listen to feedback you get from your first customers: what questions are they asking? How can you provide the answers before the questions are raised?
• Create a smooth, clear product or service experience. Spell out exactly how they should interact with what they bought through guides, manuals, and FAQs.

Despite everything, your customers will still have questions. As mentioned above, have a place to gather these questions, and review them periodically so you can use the feedback to make improvements to your product or service.

8. Deliver what you promise, and more

These days, if you really want to wow your customers, you’ll find a way to deliver a little extra added “something” to their experience.

Maybe it’s an unadvertised bonus. Maybe it’s an additional service. Maybe it’s free delivery, or a coupon off their next order.

Whatever it is, these added touches make your customers feel like you’re looking out for them. And that’s a very effective way to build repeat customers for your business.

THE POST-SALE PROCESS

9. Have a post-sale follow up system in place

The worst thing you can do post-sale is ignore your customers.
Continue to nurture the relationship by checking in with them:

- Have they used what they bought?
- Do they need support?
- Are they satisfied? (If so, ask for a testimonial)

Sometimes customers are unhappy, but don’t feel like it’s worth their time to voice their concerns. When you reach out first, you build trust and rapport — and can take care of their concerns to ensure they’re happy with their purchase.

10. Offer related products or services that help your customer move forward

If you’ve purchased anything on Amazon.com, you’ve seen this in action.

Amazon has a sophisticated algorithm that looks at what you’ve purchased and suggests products that complement what you’ve already bought.

You don’t need to have access to fancy software to do the same thing. Once you understand the challenge your product or service meets, you can suggest additional services or products that will continue to meet your customers’ needs.

This can be built in to the follow up system mentioned above. It’s an excellent way to set the stage for continued interaction with your products and services.

Boost your trust factor with signs of quality

Most businesses use some of these signs of quality. But does yours use all of them?

Check your next offer against the 10 signs of quality outlined here

Use the checklist on the next page and check your next offer to be sure you’re hitting all 10 signs of quality.
10 Signs of Quality That Boost Trust

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**YOUR PRODUCT OR SERVICE**

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6. Have a customer service process in place before you launch
7. Make your product or service easy to use
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**THE POST-SALE PROCESS**

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Need Extra Help?

If you’d like to get personalized help with your business, you might be interested in my private coaching services.

To learn more, go to the coaching page: http://bigbrandsystem.com/coaching/