

A close-up, side-profile view of a person's face and hand using a tablet. The person is wearing a dark blue shirt and a black watch. The tablet is on a dark wooden table, next to a white coffee cup. The background is a bright, out-of-focus window with sunlight. A purple rectangular box is overlaid on the top left of the image, containing the title text.

5 Touches to Convert Visitors to Buyers

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5 Touches To Convert

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The majority of potential buyers won't make a purchase from you until they have had a minimum of five or six touches. I use the word "touch" to demonstrate the personal element in our marketing. In our high tech world we still do business with people. People who will require a human touch.

There's a difference between a touch and a bear hug. You don't bear hug a stranger.

There will be time for that, but not in the early stage of building a relationship. You need to touch. Carefully, gently touching to move the potential buyer to get to know you, trust you, want to do business with you, and then tell their whole world about you.

Here's how you create a positive touch experience:

Begin with the end in mind

A clear understanding of exactly what you expect to accomplish with your touch program will make a powerful difference. The end can't be the sale. A simple transaction never results in permanent prosperity. If that's your approach you will begin every day at square one.

Your end instead should be a carefully laid plan. That leads from one sale to the next; for one purchaser, to a pool of potential purchasers.

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- What do you want that buyer, once converted, to say about you when the buy is finished? This experience happens with how you deliver your solution, how you support your buyers, how you support your product (how you support your product and how you support your buyers are two very different things) and how you remember them. This is the Law of Reciprocity is action. You always get more of what you reward.
- Do you want them to heartily recommend you to their friends? People don't get referrals because they aren't referable. The experience was somehow less than expected. When that happens you've communicated to the potential buyer that you only cared about the money you earn and not their success. Recommendation/referral should be part of your end game.
- Do you want them to buy from you again and again? Recurring purchases is the best path to permanent prosperity. When every experience is a positive one they will eagerly await your next offer.
- Keep the end in mind when you think about that first touch in building a relationship. The one thing that you can do is to learn to listen. Listeners earn more than talkers. Begin the relationship listening. Listening should be vital part of your first touch.

Your Connecting Points

To capture your potential buyer you must understand from where they are coming as much (if not more) than you understand your product. A buyer doesn't care about your product as much they care about their needs. You connect with your potential buyer in one of three areas:

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- Pains - Knowing what pain a potential buyer is experiencing is far more valuable than understanding the benefits of your product. Alleviate the pain and you move to first chair on the buyers money.

We define the word pain here as something that keeps a business owner up at night. It has reached the point where they would do almost anything to make it go away. This is your opportunity. This is why you are in business.

Pain points will be different within any given business structure. What a manager considers to be pain can be different from what the owner is experiencing. That will be very different from the employee or contractor.

Get clarity about who's identifying the pain and their interest. You'll avoid solving the wrong issue.

- Problems - People are inherently lazy. They don't work very hard to find solutions to their problems. Find the solution and build a system around it and they will pay you handsomely.
- Pleasure - Not everything you sell is a solution to a problem. Some sales involve pleasure. Connecting around pleasure is as much fun as talking about last night playoff game.

Approach each task with passion

Understand your passion and use it to leverage your expertise to build relationships.

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- What are you passionate about? (You have to nail this.) Understanding your passion creates pathways where you connect with your audience.

For example, I'm passionate about making complicated things as simple as possible. My reputation is built around that single passion. I come to life when I have the opportunity to make a complicated thing simple. My audience responds well when I do. They count on me to deliver that simple solution.

My tag line is "Simple Makes Awesome Easy!" This is who I am. It's what I've done in one form or fashion since 3rd grade. I've applied this over multiple industries for more than 40 years.

- How can you use your passion to build trust in the relationship with the potential buyer? People connect at the point of passion. Think about that time when you need someone to pick you up. Do you seek out someone who is in the same boat as you? No, you look for that person who will meet you where you are and take you where you want to go. Be that person!
- How can you relate your passion to the potential buyer's needs? Look at the three connecting points again. If the buyer is experiencing pain can your passion relieve the pain and provide hope? If the buyer is experiencing a problem they can't solve can your passion for the solution lift them beyond the mire to a place of hope and promise?

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If you can do that, you will be on your way to developing a relationship that will result in more sales and higher profitability. Change your world with the thing that you are passionate about!

Image how different each touch would be if the touch communicated to the other person that their life was about to be significantly different because they met you.

Understand the potential buyer's motives.

People buy for their reasons not yours. People buy when they're ready, not when you want to sell.

"Your products might be awesome and you've got key USP's and benefits for them but if your buyers have no need or don't want it, or don't have the money or the authority to purchase it then you're onto a loser." Sean McPheat

Your job is to move the potential buyer from feeling like they are being sold to wanting to buy. Here are five questions you must answer to effectively move buyers. Spend some time every day focusing not just on getting an answer to each question but refining that answer.

Get it right.

Make it better.

Then make it perfect.

Then practice the perfection every day.

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- Why should someone buy from you? Know the answer to this! Before anything else you want to answer why they should buy from you. This isn't a product question. It isn't a customer service question. It isn't a price question. It's a you question, Why should they buy from you?
- Why should someone buy your product? Now answer the product question. What solution does your product provide? What results will it give that are unique to the product? Think in terms of dollarization, time saved, results provided. etc...
- What makes you and your product the perfect solution to the pain/problem that the buyer is facing? Now combine the skills you bring with the unique benefits of your product. How is this going to make an obvious difference to the buyer?
- What will they gain from buying from you and not your competition? Now contrast those things with the competition. How are you and your product a unique offer that the competition can't touch? Can you clearly articulate that in a 20 second customer-centric message?
- Have you profiled your potential buyer so that you understand them? Have you profiled your ideal customer(s) so you can customize your message on the fly?

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View your responsibility as being helpful to others.

“The purpose of a business is to get and keep a customer.”

– Unbreakable Laws of Business Success

You get customers by helping people. You help people by discovering their pains/problems and building solutions around them. That all begins with a genuine desire to help people.

Is it your job to help other people? This speaks directly to the core of your belief system. Are you convinced that you are in business to help people? Does your messaging reflect that? Do you clearly communicate your desire to help?

“You Can Have Everything In Life You Want, If You Will Just Help Enough Other People Get What They Want.”

– Zig Ziglar

Your pitch (however you give it) should look something like this:

“I help [your ideal customer] get/do [life-changing result] without [serious pain to be avoided] so that [most desired result]”

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- It is not their job to help you! The customer doesn't exist to help you. They don't need to care about you at all. They have their own cares and concerns your business exists to help them overcome. If you have that backwards you'll struggle for obvious reasons. You have violated a fundamental law of business. Customer-centric must be your focus.
- Do you see your product as being helpful to them or as a means to accomplish your ends? People buy solutions they don't buy products. Learn to count your revenue in value you provide to others rather than commission earn on sales.

Everything you do every day must focus on the other person – the customer. Every task on your to do list for everyday must revolve around the benefit you bring to your customer. You're either trying to get new customers or you are making existing ones raving fans of your business.

People are strongly influenced in their decision making process by their emotional wants. Understanding the emotional wants and needs of your potential buyer helps you to create an effective touch program.

Can you make a list of all of your client's wants and needs and how doing business with you will help them to accomplish their emotional drives?

Now using the techniques you have learned in Power Thinking! to develop a five touch program for building a relationship with potential buyers.

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Creating a High Touch Focus in a High Tech Environment

While there are many tasks that can be [automated](#). The one thing that cannot be automated is personal relationships. People buy from people they know, like, and trust. The secret is learning to implement a system that automates repetitive tasks so you are free to make real connections.

Leverage your high tech so that you can focus on the one thing it can't do - High Touch. [Autoresponders](#) are getting smarter.

Almost every week on Wednesday's I do a Power Hour Webinar that focuses on combining High Tech and High Touch. This is a special skill that requires both an understanding of people as well as a mastery of high tech tools...Minus the glitz and glamour.

Check it out Below...

[Weekly Power Hour Webinar](#)