

# Stop Selling, Start Helping

## TOP TIP TUESDAY!

We've noticed that a lot of businesses try to sell with every social media post, every page on their website, every email, phone call or instant message on Facebook or text.

BUT, people don't want to be sold to, they want to be helped and understood – especially now.

The amount of time spent online has rocketed over the last few months due to people being home more often with little else to do.

So now is the perfect opportunity to be seen as the most helpful and knowledgeable business in your sector. If you get the right content out there, it will attract people to engage with you online.

There are lots of things you could write about and post online – just give us a shout if you need some inspiration.

And also remember - People may not be able to come and see you in person, or come and look at or touch your products. They have to resort to researching you and finding out about you online.

Once that's done, most people will have questions – so just help them and answer those questions. Don't jump straight in trying to part them with their money in the first instance.

It may sound obvious but you'll be surprised by how many businesses and their staff forget this in their eagerness to get money in the till too early.

You don't need to give them everything.  
Every little bit of information.  
Every possible feature.  
Explain every single benefit.

What you actually need, is the one or two (or occasionally three), most important things from the customers perspective.

So, be seen as the guiding light in your sector. Help people and the questions and enquiries will only go up.



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

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