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THE NEW EXPERTS

**Win Today's Newly Empowered
Customers at Their 4 Decisive Moments**

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The Web site for this book is at www.TheNewExperts.com.

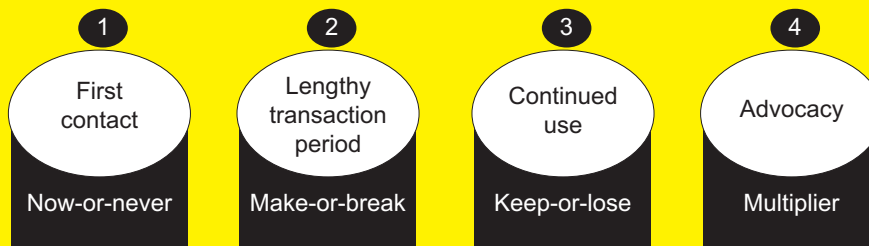
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MAIN IDEA

Today's buyers have become the "new experts" in every line of business. They have become very well informed and assertive – thanks to the Internet which provides enormous choice in all segments of commerce. Buyers have taken complete control of the entire purchase process. To succeed, you have to learn how to think like a customer and make your business their first choice.

You have only four chances to make your business first choice in the buyer's eyes. Those chances arise at the four decisive and critical customer moments:



The key to success and ultimate growth in today's business environment is to make your business the customer's first choice at each of these decisive customer moments. Achieve that and you will grow. Fail to do so and you will not.

"Your solution to the revolution in buyer behavior – to your need for profitable growth – is to think like a buyer at your 4 Decisive Customer Moments. At each of your Decisive Customer Moments, you can influence your prospective customers when they are most vulnerable and impulsive – you can motivate them to choose you over your competitors. At each of your Decisive Customer Moments, you can consider your prospective customer's perspective – you can think like a buyer – and do what is necessary to fulfill their wants, needs, and aspirations and to allay their apprehensions, concerns and fears. At each of these crucial moments, you can make your business first choice. To create profitable growth, you must be able to think like a buyer and deliver the benefits your buyers want at the 4 Decisive Customer Moments."

– Robert Bloom

Concept – The revolution in buyer behavior Page 2

Buyers today no longer care who they buy from. They expect their favorite search engines will be able to connect them instantaneously to dozens of sellers who have similar stuff to sell. To survive in this kind of environment, you've got to stop thinking like a seller and start thinking like a buyer. You've got to do the things which will make your business the customer's first choice especially at the four decisive customer moments.

Decisive Customer Moment #1 – First contact Pages 3 - 4

When today's buyer contacts you the first time, he or she is probably thinking: "I've done my homework. I know there are lots of choices out there. I will decide what to buy after I've checked out all the options. This is your chance to persuade me. Show me how you will perform if I end up buying from you." If you think like a buyer, this is your moment to showcase the benefits you can deliver. Don't gum it up by having a laundry list of product features to ramble on about. Create customer preference.

Decisive Customer Moment #2 – Lengthy transaction period Pages 4 - 5

If you succeed in creating customer preference for your business at first contact, you then earn the opportunity to close the sale at the next decisive customer moment, Make-or-Break. Every purchase is always a progression that must be managed astutely. To grow your revenues, concentrate on enhancing customer preference during the extended periods of consideration, negotiation and decision which constitute the Make-or-Break Moment.

Decisive Customer Moment #3 – Continued use Pages 6 - 7

Your next opportunity to sustain and build customer preference is the crucial period when customers start using the product or service they purchased from you. This is your keep-or-lose moment and it's the most overlooked opportunity in business. If you now reinforce the customer preference you've generated during the purchase progression, you can generate ongoing repeat purchases and advocacy from your customers. Success at the keep-or-lose moment starts and ends with performance.

Decisive Customer Moment #4 – Advocacy Pages 7 - 8

Your multiplier moment arises whenever you convert a one-time customer into a repeat customer and then an advocate and referral source for your company. Repeat purchases and referrals are great because they are highly profitable – they require less investment and generate more revenue than finding new customers from scratch. The multiplier moment is the successful culmination of building customer preference and is a return on your investment in mastering all customer moments.

