



## Confused Buyer

Hi! I'm Sharon Jurd and today I want to talk to you about a confused buyer. I want to let you know that a confused buyer will not buy. Now what I mean by this is that sometimes when we send a message out about your business, the consumer gets confused. And they go, "What are they selling me?" "Are they trying to sell me a product?" "Are they trying to sell me a service?" "What are they wanting from me?" "What do they want me to buy?"

I see a lot of businesses where their message is not clear. The one mistake that I see business owners doing is they offer buyers too many products. Instead of being in a consultative manner, talking to those people and going, "Okay, what do you need?" "What problems do you have?" and "How can I solve them?" "This is the product or service that will help you solve that problem." Instead business owners go in and they go, "I've got this, this, this!" "You need that, that and that!" And the buyer goes, "I'm confused, I don't know what I really need." And then they don't buy.

So if you've had buyers or customers around you that aren't buying, think about whether you're confusing them with your message. Simplify it for them. Go back to basics and go, "Okay, what was your problem? Why did you contact me initially?" And "This is how I can solve it." And give them one or maybe two alternatives to solve that problem.

Then as you build that relationship you can then give them other products or services that you have that will help them even become better people or solve more problems. Then they build trust, they like, know and trust you so what they'll do is, buy those products. If you hit them with everything you offer in day one they will not buy one thing from you.

So have a look at your business, have a look at how you're communicating to those buyers. And go back to basics and really just offer them something that they're not confused about.

I'm Sharon Jurd. I'll talk soon.