

ARTICLE REPRINT

FROM THE

MAXIMUM Customer Experience BLOG

Improve Your Customer Experience to Increase the Bottom Line!



Birds Don't Do It and Neither Do Bees

VALENTINE'S DAY SPECIAL EDITION BY KELLY ERICKSON

Are You Struggling to Make the Sale?

Take a cue from the birds and the bees—stop working so hard and use what nature gave you!

Nobody wants to be hit on, but everybody wants to be in love.

How's that?

I said, nobody wants to be sold to, but everybody loves to buy.

So stop running your business like you're a pickup artist. It ain't that artistic. Use these three steps to build relationships that lead to what nature intended—fabulous, ongoing interludes between you and your customers, who love you wildly.

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First Step: Playing the Field

... Or if you insist, Lead Gathering.

You know you've got to market to make it, and you desperately want to shorten that cycle and get some sales in the sack. Take a cue from the birds, the bees, and [The Open Box](#):

- ✦ Put it on display
- ✦ Entice, tease, beckon
- ✦ Stir the senses
- ✦ Be available
- ✦ Be easy
- ✦ Whatever you do, don't be [cheap!](#)

Second Step: Nookie

... Sold!

Do I have to say it? You [overpromised](#) when you were dating. Tonight's the Night, babe.

- ✦ [Overdeliver](#)

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✦ It's all about the other person's needs—give him what he wants, and he'll find a dozen ways to pay you back

✦ **Overdeliver**

✦ Talk about the future. It only feels funny for a minute, and then it's the most natural thing in the world

✦ Be sincere, or go home

✦ **Follow up**—surprise him all over again

Third Step: Keeping the Fire Alive

... Ahh, the honeymoon. You love the customer, she raves about you... times are great. And without the real work, all-too-brief.

Why, oh why is it the post-sale effort that's most often neglected? Do you really want to start dating every prospect in town again when it's so much easier... cheaper... and, um... more convenient, to hold on to the good thing you've got?

✦ Continue servicing with the same energy

✦ Take it **to the next level**

✦ Show off your flexibility/ **versatility**

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👉 Spice things up periodically

👉 Keep in touch constantly

The birds and the bees don't struggle. They don't read books on how to do it. Don't get me wrong, I like books—but sometimes you just have to remember these are people you're trying to entice, and you're a person, and well...

You can do this. Act naturally. Romancing the customer shouldn't be such a chore.

Tip of the Week:

Give your honey a quick... kiss this morning and get to work keeping your customers' fires burning. And yes, consider this your early Valentine's Day present, dear reader, as I'll be off tomorrow being wildly romantic. I wish you smiles.

Make your sales sizzle: How can your company capture the heart of your customer so completely, it's almost better than nookie?

Grow and be well,

Kelly Erickson

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About VisionPoints, The Experience Designers

We're the small-business Experience Design company that saves you *big* frustration making *little* efforts that go *nowhere*. We're experts in **Experience audits and website user testing, put together with strategic positioning, compelling content, and design solutions** so you can grow your business.

Whether you're a traditional "bricks-and-mortar" company or a business operating solely on the Internet, we at VisionPoints want to help you increase sales and word-of-mouth. These days, "good enough" customer experience is everywhere and your customer knows it. We'll help you go beyond just making a sale, to making Maximum Customer Experience to encourage future sales and power you forward.

About Kelly Erickson, Owner, Creative Director

"Can remarkable—Maximum—Customer Experience save your business? You bet! Through my blog, [Maximum Customer Experience](#), one of the longest-running sources for great Customer Experience tips and strategies, and my work with clients at [VisionPoints](#), I help plan the changes that make marketing to and connecting with your customers easier than ever before. If you're under pressure to make this the best year ever (who isn't?), I'd love to talk with you to find the solution for your small biz."

Kelly is the author of the well-respected Maximum Customer Experience Blog, an AdAge Power 150 blog and one of the longest running sources for great Customer Experience tips and strategies on the web. She has an absolute passion for helping other business owners and leaders to Go Where Your VisionPoints.

To contact us about helping your company to grow, please [click here](#).

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