



800-251-0464

cs@superiorbiz.com

The “Did You Know” Question

Most of us fall into the trap of expecting our customers to know everything we can offer them. We do this because we are busy working our products and services every day. Our customers spend their days working on their problems, products and services - not thinking about ours.

Most customers are aware of only 25-30% of the products and services their suppliers offer. Even if they are aware of 50% of your products and services, there is plenty of room for sales growth within your current customer base.

One of the best ways to tackle this issue is with the "did you know" question. Any time you communicate with a customer (phone, email or in person) make sure you finish with the following phrase, "By the way, did you know we can also provide.....?" Mix and match the product and service to that customer and you will be surprised at the number of new sales opportunities you uncover.