

## How To Create A Loyal And Satisfied Customer Base.

This is what every business owner wants right?

Satisfied and loyal customers that leave your store with a big smile.  
Happy to tell the rest of their friends and family about your amazing store,  
which results in recurring customers for you (ka-ching).

### Now, how do you do this?

When selling, you have to sell the need of the product.

Why? Because, people buy things they need.  
I hear you thinking “ah that sounds pretty simple” but let's dive in a bit deeper..

Most people are more likely to buy products that they need opposed to what they want.

Talking about loyalty, let's say you have a dog with fleas. As a dog owner, what product would you rather buy for your loyal friend to get rid of the fleas?

1. A Dog Shampoo with purple colour in a plastic bottle with white foam and X amount of ingredients in it.

2. Fresh Dog Shampoo That Kills All Fleas Quick (including eggs & larvae).

Of course you would go for option 2, even if purple is your favourite colour.

Because you need a product that cleans and kills all the fleas,  
so you can have a clean and fresh smelling dog.

Nobody cares about what the colour of the foam is, or what type of colour the shampoo is.  
It's the need that matters, you buy shampoo that your dog needs to get rid of all the fleas.

Most people don't talk about the amazing end results, only about their product,  
From now on, you know better.

Need to get rid of the fleas in your business?

**[Click the link below.](#)**