



## I'd Rather Fight Than Switch



Ever imagine that your product or service is so desirable that clients will just line up at your door eager to buy? Wouldn't it be great if they said "hey John, here's my credit card just pick out what you know I'd like and send it to me. I trust you."

Instead you're stuck with "Deal Seekers" who live to compare and grind as part of the buying process. These guys are researchers who schlep from stores to store or vendor to vendor as part of their buying game. Whereas the "Affiliation Buyer" hates shopping and dreams only of finding a store they trust and feel assured that they have made the right choice. They're frequently repeat customers. ("Just leave us your card and we'll take care of the rest".)

The "Affiliation Buyer" who dislikes shopping still makes up half of the buying public. They are the half that are willing to pay more, produce higher margins and are much easier to sell to if they feel comfortable with your product, service or establishment. In opposition the "Deal Seekers" produce smaller margins and at times bigger headaches for the vendors.

The amazing part of this scenario is that most businesses spent the bulk of their marketing and advertising budgets pursuing the Deal Seekers. Clearly a poor allocation of resources when staring at the bottom line.

But wait, I want to take it a step further and share some very interesting insights from a study done at Harvard University that reveals three typical customer types.

The study focused on brand loyalty and showed that there are typically three kinds of clients. The first one identified was the "Non-switchable client". This type of individual's makeup is such that there is virtually nothing that you can do to convince these people to switch from any product or service they are currently using. They're the ones who would drive nothing but a Ford truck, won't drink anything but a double-double Tim Horton coffee and are only seen wearing Levis jeans. These folks will not be switched from the products or services that are as much a part of them as their DNA. They are the "Non-switchables". "I'd rather fight than switch."

Don't let it drive you nuts, just accept them and give them what they want. And you win!

The second customer is the "Switchable".

Now these folks can be won over if given a convincing reason they need to give you a try. It may take some time but if you are diligent you can prevail with the "Switchables".

When they are searching for a solution for a problem that's stressing them, confusing them or causing them aggravation, and if you've given them new ideas that are convincing and credible they are most likely to accept the choice that you have lead them to, and will buy.

These are the folks who habitually bought the Tim Horton coffee until they were convinced that Starbucks is a better choice. Tall vs. Double Double. Lifestyle over beverage.

The final customer or client type was identified in the Harvard study as the "Switchable for Reasons of Price Alone". Now these prospects were identified as the buyer you may wish to avoid and here's why. At first they seem like the kind of eager customers you have been looking for but you may be in for a surprise. The reason they switched is because you appealed to the very nature that makes them "Deal Seekers" or "Switchables for Reason of Price Alone". You just can't keep the folks for any amount of time. Somebody will always come along and make them a better deal.

Let me suggest that the type of client you may wish to form that long standing relationship with, the ones that will line up at your door and hand over their credit card cause they like you and trust you are the "Switchable" or "Affiliation Buyers". It may take a while to convince them and you may spend some time and money giving them the message that will persuade them, but once they are convinced you'll find you have established the foundation for an ongoing profitable relationship.