How Do Customers See Value?

None of these elements like urgency or scarcity would work without the value. And what do I mean by value?

Here we have to back up a little bit and look at the six types of buyers, because without a good understanding of this we'll mess up the concept of value.

Your customer is careful, but not monolithic. Learn the 6 types of shoppers if you want to speak to them in their "language".

This were first explained to me by Michael Gerber, author of the e-myth, and they make a lot of sense. So I want you to understand how we are driven to buy.

The first type of buyer is people oriented. They live for social situations. They're extroverts. So for these people you emphasize the social aspect of your service. You'll notice that I do very little of that.

The second type of buyer is the object oriented buyer. They are energized by working with an inanimate objects. They like working with her hands. For these folks you emphasize how the product is delivered so that they can get a feel for it. I don't do a lot of that either.

The third type is ideal oriented. These people love stories and ideas. They read about them, they join communities about them, they're as interested in the concept behind this service as they are in the service itself. I like talking to these people.

There are those who are newness oriented. Literally their self-esteem is tied to having the latest and greatest or being the first to do something. They enjoy the original the unique the innovative the cutting edge. We have a little bit of that.

Then there are those who are dependability oriented. They like things that are proven. They want to see a track record. They believe stereotypes reflect truth. They want the solid the tried-and-true. What they don't want is surprises.

Unless you've really got your act together in terms of delivery, don't try talking to these people. They are literally looking for a reason to attack you, and if an email goes astray or a lesson doesn't go as expected, they lose it. These are the people for whom we create guarantees.

They're lovely people, but for businesses like ours they are often not a great fit, because by definition a consultant has no idea what their solution is going to be until they meet with that client and learn the full scope of the problem.

This is the same buyer type who shops around, assuming that one's service is just like another.

If I'm attracting this kind of buyer then I assume something has gone terribly wrong in my marketing, or they have reached an inflection point in their own life where are they think they would like to be a little more adventurous.

Our final type of buyer is value driven. They are looking for the cost-effective. They're looking for a good deal relative to other options. They are not always looking for the lowest price, but they do emphasize in their own minds the cost effectiveness of the service.

These are the kinds of buyers who are most attracted to a sale. And I think that's a lot of us or there wouldn't be as many sales as there are in the world.

Now all of this is not to say that we are just one type with no elements of the others. I think many of us are a combination of two or three.

In my world it's the idea-oriented combined with the value-driven. And I think there's a good chance that no matter how your primary buyer is driven, value orientation will be in there somewhere.

The important thing is to understand the kind of buyer you have and speak to them in a language that makes sense.

Now, there's one more element that most people won't pay any attention to. No one talks about it. No one really understands it, but I think it actually makes all the difference, especially if you're trying to stay conscious in the world.

If you don't care about awareness then just skip the next video. But if you have a strong conscience, and if you're feeling a little insecure, then I would say watch the next video again and again and again until it becomes a part of you. It will make all the difference and your launches and your life, because really there is no difference between the two.