

Are Customers Good Salespeople?

1. Customers can be effective salespeople for a business, as they can provide first-hand experience and personal recommendations to their friends and colleagues.
2. This can be particularly effective when the customer has had a positive experience (7-10 ratings on the one question survey) with the product or service and is enthusiastic about sharing it with others.
3. However, it's important for businesses to remember that not all customers will be willing or able to act as salespeople.
4. Some may not feel comfortable promoting the business, while others may not have a large network of people to recommend the product or service to.
5. Overall, it can be helpful for businesses to have a diverse marketing strategy that includes both traditional advertising and word-of-mouth marketing from satisfied customers.
6. This can help to reach a wider audience and increase the chances of attracting new customers.

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