

Example of essay on techniques used for drawing customers

[Business](#), [Customers](#)



Abstract It is hard for a starting business to get customers or clients. It is true especially when the marketing budget is little. Having the right service or product that you are positive will draw customers to your business is not quite enough. Clients will not just find you on your website or location only because one has begun to sell a service or a product. Most business holders have to go frequently on hunting missions to find clients and maintain them. The objective of new business owners is how to attain new clients. To get enough clients, it all depends on the extent an individual is willing to go to find them. The ways of getting new customers include: reciprocity, commitment, consistency, and scarcity.

Reciprocity is the social build that makes the world go round. In the world of business, it is what keeps the clients coming back to your business. This principle is quite easy; it involves one going beyond for their clients and gets compensated with repeat business. Its implementation is a bit difficult; hence this is how the collection of interesting research is made so as to improve one's reciprocity with their customers (Carter & Green, 2003). One should realize that the budget is insignificant. Giving back to one's clients can seem to be expensive, but does not have to be the case. In its place, one should embrace thru frugal wow art by comprehending that reciprocity is established with very small gestures. Psychologist Norbert Schwarz discovered that even as little as 10 cents can form reciprocity between two people. Utilizing the surprise reciprocity. Even though reciprocity works so well on its own, studies have proven that it is normally more powerful when it begins with a surprise. For instance, if someone did something for you without you expecting it, the sign was not very unusual but since it was not

something you simply expected, it definitely left an impression on your side. Make it personal. In a research once conducted, it was discovered that waiters could increase their tips percentage by only going back to the tables with another set of mints. Therefore, these mints made researchers come to the conclusion that they formed a personalized feel to the customers who got them. Hence, it was the received personalized service which made them take pleasure in the experience more (Wilson, 2005). Another way of getting clients is through commitment and consistency. This principle says that individuals will go to big lengths just to seem reliable in their actions and words. Even if it involves doing things that seem illogical. It is the reason if someone is trying to make changes in their lives. For instance like losing weight, it can be of great help to publicly state one's goal. Once the goal is declared publicly, one will have enough motivation to keep the bargain because one owes it to someone. As a seller, if one can get clients to make a little commitment to a particular brand, individuals will be more likely to buy things from you. If one can get a good in hand, even though there isn't an official pledge to purchase them, the chances escalate more (Carter & Green, 2003). Another way is by using scarcity. It is the process of stocking or manufacturing a product that is limited for it to create a high demand. The logic of this is that the client will see that the products' availability is restricted. It creates a fear that they will not acquire the good hence they make an instant purchase. It is normally used when a business initiates niche or new products since they are good at encouraging clients to make an instant purchase whereas establishing an excitement on the product. When one uses scarcity, the product does not have to be flashy or blatant. One

general method used is to put the amount of inventory left on the product website so that the clients can see it. It will hence form an urgency to the clients since they will see that only a small amount of the products are remaining, till the opportunity to purchase them goes.

In conclusion, for a business to keep flourishing, it needs to use the above-described techniques to keep its customers at bay. Reciprocity adds the customers by a greater percentage since they could add the friends of the clients who were initial customers. Commitment and consistency just prove how much one is dedicated for the sake of getting new customers and keeping them. Scarcity is also good since it keeps the curiosity of the customers intact. They will maintain their loyalty so long as the products they will be waiting to purchase is good enough for them.

References Wilson, J. (2005). 151 quickideas to getnewcustomers. Franklin Lakes, NJ: Career Press. Ramberg, J., Everson, L., & Silverstein, F. (2012). It's your business. New York: Business Plus. Carter, D., & Green, J. (2003). Clientsforever. New York: McGraw-Hill.