

Relationship Marketing Versus Selling

Many business owners are a little confused when it comes to relationship marketing and selling. Are they the same thing or two different items altogether? Let's take a look at this in more detail.

Relationship marketing is all about developing a good line of communication with your customers. It is basically a situation where you both win. You are at a point where you trust each other. This can really help when it comes to asking for a sale.

For example, who do you normally buy from? The person you know, like and trust or the person who has the cheapest price? Most people prefer to pay a little extra to buy from the person they trust the most. You probably do the same.

As a business owner the more solid relationships you develop with your customers, the more business and referrals you will see. Do you know that research has shown that it is more expensive to keep on finding new customers, as opposed to retaining current ones? This is why relationship marketing is so important for any business owner.

It makes sense to work on keeping your customers happy. Then when you run a sale or have a new product coming out, you have eager buyers waiting to snap up your offer.

When you are selling your main goal is exactly that – to get the sale. It may not even matter to you how you achieve this. Your main concern is not that of your potential customer, it is just seeing how much cash you will rake in each day.

While this may bring you immediate success and profits. It will not help you retain your customers. You may not even have happy customers either. By focusing only on the sale and not how you get it, you can be seen as a greedy business owner. Someone who is out only for themselves and not for the good of the customer. We are sure this is not how you want to be viewed?

As you can see there is a lot more work and effort needed when it comes to building customer relationships. This is something that can easily double or triple your bottom line when done correctly.

The best way to look at relationship marketing versus selling is to think of it as retaining current customers instead of always looking for new ones. Which would you prefer to work on each day in your business?

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