

One of my biggest pet peeves

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SPEAKERS

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Hey, hey, Erin Kelly here. So this is another sales episode. So I know I was a little cryptic with the title, saying that it's my biggest pet peeve, but it truly is. And this actually is a, I think one of the biggest differentiators from my strategy brain from the common typical online business strategy brain that exists right now in the online business sphere.

And so this is all about being customer centric with your sales. So if you've never heard that term before, it's definitely the filter that we use for all of our decisions at MemberVault. And that means that when you are being customer centric, you are not making decisions from a seller or business centric standpoint, you are truly believing and thinking about, okay, what is going to be best for my customer here, like what is going to be best for my audience member.

And so customer is a little bit of a misnomer, because, at least for us, because in the way that we look at customer centric, because we we apply it to pretty much everyone that's on our list, and certainly everyone that is a user, even our free user, so they're not technically customers yet, in the sense of paying us money, they are using our platform. And so we are customer centric across the board, it's not just for people that are paying us money. And I know, there's probably businesses that are customer centric, only for people that are paying them money. So I just wanted to make sure that I was clear on that because I think it can be a little bit confusing, maybe people centric audience centric. So that's pretty different from what you see in the the online business sphere right now where it's very much seller centric.

It's like how can you make the most amount of revenue the fastest. And it's not always an icky way. But it is certainly always in a revenue generating way. So it's like, that's where things like high pressure funnels, that's where countdown timers, and open and shut launches. And that whole if you don't buy now, you might never have another chance to buy this, you know, this isn't going to this is going away for X amount of time. And you know, all of those phrases, those are all seller centric, because it's not in the benefit of your customers, or your people to pressure them to buy right now, even if it's not necessarily a great time for them, or they're not quite ready for it, right. So we choose to be and it has not always been easy.

Being customer centric, being audience centric, has required that we make sometimes scary Decisions, decisions that feel a little bit crazy, or that we are leaving money on the table. And what we always remind ourselves and at this point, we've been doing it long enough that we've seen enough benefits that it's like, okay, even though this is not what people normally would choose to do with this with this strategy decision, we are doing it because we are playing the long game, we want to support our people over a long period.

And yes, there might be people that because we didn't pressure them now, maybe they'll never buy. But in my opinion, the goodwill that it creates, when you tell people when you help people make the best decision for them. The goodwill that that creates often has a ripple effect into maybe maybe they never become a paying customer just because it doesn't fit their business or they don't need it. But they talk about you everywhere. Or they're really really engaged in our community. And they're super positive. And we've seen both of those things.

So to me, it's worth making the customer or people audience centric decision. Even if it means that our revenue splashy number might not be as big as it could be, because we're playing the long game, right. So this is all coming from, as many of these episodes are, this is coming from something that I experienced in my inbox. So there is a very well known business guru guy, who I actually really do enjoy most of his emails, I think, and his books and everything. I mean, I I do like the way that his brain works.

But in this sense, I was actually really disappointed. Because he is currently promoting these workshops, and one of the workshops in particular. I was pretty interested and I was like, okay, like normally I'm not really in the market for this kind of thing, because I don't have a lot of time. And I just, I don't have a lot of time to participate in another community. I don't have time to watch a bunch of videos, but I liked the way that they structured it. And I really liked the content that was going to be included in the workshop. And so I was like alright, like, let me see how much this is.

And so they have the price, which is nice. That's definitely something that also kind of annoys me when people make you contact them to find out how expensive something is. That's I think that's, again, that's seller centric. That's not people centric, not not audience centric. But in this case, they didn't want me by they had a at the end of this really nice sales page where they really got me interested. They had a sign up to learn more. And and it was a little countdown timer and it's like in nine days, like you'll be able to sign up. I'm like, this is annoying. I almost clicked off to be honest. I was like, all right, like, you got me invested enough, I am interested in this, maybe you'll give me an opportunity to buy if I sign up for your interest list. And so I did. But no, it has just been like Daily Sales emails, leading me back to that original sales page that does not have an opportunity to buy.

And to be completely honest, I actually emailed them today to ask them, why are you doing it like this, because you are losing a buyer like I, I no longer really feel that this is a good fit for me. Whereas I was interested, am I missing? Am I missing the place where I can buy this? Because, again, this is a pet peeve, right? Because I want to buy it, I want to be done with the investment and the decision, I've already made the decision or I had made the decision that it was a good fit for me and that I wanted to invest in it. Although that is changing now. And you are making me wait.

And I know that the strategy behind this is to kind of like get people fired up and not make them make this, I think it's like \$570 or something like that. And so it's it you know, it's a bigger investment for a lot of people and it's it's still an investment for me too. And so they are trying to get you really excited about this thing and convince you before they give you the the the pressure, the friction of saying, hey, you can buy it right here, I get it like I get the strategy. Again, though it is not customer or audience centric, because I wanted to buy it now.

And so it's actually more annoying, because I'm getting all these sales emails after I may have made the decision. And yet I can't take action on it, I have to keep waiting until you decide to open the doors, right? So again, seller centric.

So, huge pet peeve, here's how we like to do things is we always include an early bird. And so if you are talking about something, you open an early bird and you put something in that product, even if the product is not ready yet, we've done this so many times. And it can be something as simple as just having quiz questions inside of your, your MemberVault product and then having the stuff that isn't created yet behind a drip like locked behind drip until the day that you say that it's going to open up and the quiz questions or you can just say like, okay, like I'll I'll send you a

quick reply, like letting you know what I think is a great place for you to focus until it starts.

Or you can say I have an early bird workshop that you get access to, there's so many different ways to do it. But you definitely give them something so that they can kind of like hit the ground running before the main content is ready. But when you are talking about it, you are giving people the opportunity to invest as you talk about it. Wait lists, I kind of I'm not a big fan of waitlist. But if it's something that you know that you're not going to be offering for a long time, like it's like you're talking about now, maybe something just closed and you know that you're not going to be opening it for a while, you can always do a waitlist and have something in there that is like here's you can get started on this content.

Now, even though you can't purchase the thing yet. And by the way, if you're also if you're really interested in X, whatever the topic is, or whatever, here's another product that is available right now, or service that I offer that is available right now, here's the link, you know, and so again, you're being customer centric, you're saying, I know you're interested in this right now, because of the function of how it's delivered. It's maybe it's live calls or whatever. And you don't want to do it every month of the year. Because of how it's delivered, it's not available right now. But here's some content for you to consume right now to get you started to get you some results. And if you do want to, like work on a like deeper level, whether it's one to one with you, or group program, or whatever the other offer is, here's another thing that I do that will also help you with this topic.

So again, I know this is not this is not how a lot of people run their businesses. This is how we run our business. This is what we recommend to remember about users, I do actually think that it can be incredibly lucrative revenue wise. So it's not like I'm telling you do it this way. And just accept that you're not going to make as much money with your business. What I am saying is, you are making decisions that are centric to your people.

It's going to be easier for you to always have that lens, that filter to make the decision. It's going to feel better for you and for them. And depending on how you do it. It could be even more revenue than if you had done the open shot launches. So this is this is that's something that I wanted to talk about because I just I guess you could you could kind of refine it down to let people buy when they want to buy and that's obviously a core tenet of them.

So why we do the binge and buy? It's why, you know, I like funnels. I'm an email marketing nerd. But I don't like high intensity funnels that like only to show people one product. Because I think

that you lose a lot of people through the funnel that are not interested in that product or not interested in that product right now. And so my belief of funnels is like, yes, guide them towards the result that they signed up for, but make sure that you're giving them options.

So there you have it, my biggest pet peeve, I will, I'm very curious about what you're back, after emailing the customer service for this program to find out why they're doing it this way. I wonder if I'll get a response. If I do, I will do a follow up episode on it. And I was polite. I wasn't. I wasn't flaming them. I you know, because again, this is a common way of running businesses. I just, it just really rubs me the wrong way. And it's very frustrating as a buyer.

So just food for thought, as you're making decisions in your own business, you know, how can I make this a little bit more customer or audience centric? How can I give them the opportunity to buy right now even if it's not ready yet, and playing the long game, so if that landed well for you, I'd love or maybe if it didn't, I actually would love other feedback as well. You can send me an audio message on Anchor. And if you're not listening on Anchor, you can send me an email to erin@membervault.co