



TOOL

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Q&A

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For any service or product, the key message is 'caveat emptor' (buyer beware!), supported by the old saying: 'Act in haste, repent at leisure'.

So, it's usually a good idea to ask some basic and searching questions of any supplier before you say 'yes please' ... or 'no thanks'.

Here are a few questions and answers about 'Slow Selling' and the 'Slow Sellers Association'



- **What's 'slow selling' all about?**
 - It's about focusing on building customer reputation, attraction and loyalty from step 1, and through every step in every process: so everything you do will create remarkable levels of customer demand and repeat business. Every chain is only as good as its weakest link: 'Slow Selling' looks at every link and helps you make it remarkable and attractive to your customers... so they want to buy from you (again and again), and recommend you constantly to their friends. This can't be done as an afterthought; your whole process needs to be designed from the ground up with this in mind.

- **How can I find out if it might help me or not?**
 - Nothing we do has any tie-in: the best way to find out if it's valuable to you or not is to give it a try. You can start by signing up to our top tips and ideas list, then, if you like what we send, you could consider buying the book 'Slow Selling' and perhaps joining the 'Slow Sellers Association'. It's all covered with a no quibble guarantee.

- **If I like the idea where do I start?**
 - Getting started is always the hardest bit. It's easy to know what's a good idea and what isn't, but getting started is the key? Our suggestion is to 'start anywhere, but be sure to go everywhere over time'. What we mean by this is: Rome wasn't built in a day: don't stress yourself by trying to do too much at once. In the 'Slow Sellers Association' we offer a simple tool that will really help you with this: on a weekly basis, we help you plan a few simple steps forward, and over time, we ensure that every area is covered (and then covered again and again as time moves onward and the world changes)!

- **What risks and tie-ins are there?**
 - None whatsoever: much of what we do is free anyway, but for membership of the 'Slow Sellers Association', you are never tied in and, if you decide to leave, you always get your last month's fee refunded: so you can relax and stay for as long as it suits you, then stop and rejoin as you like. we're here to make your life easier, not harder!

- **How is the information delivered?**
 - Our weekly top tips emails are delivered into your email box, and our material in the 'Slow Sellers Association' is delivered by a mixture of on demand training and information, weekly tips and plans, and monthly podcasts and webinars (which you can access at any time to suit you).

- **Will this help me reverse declining sales?**
 - This is not a quick fix: this is the right fix for the long term. So, in a nutshell, if you do what we teach you, of course you should see a significant increase in customer loyalty, reputation, attraction, margin and of course sales.
 - Please note of course that every situation is unique, and you could have problems from a few tiny issues that you've not noticed. In the same way that you need a doctor to help you diagnose and recover from illness, you may need external help to see the true issues and find the ways to solve them. We can help you access this.

- **How will this help me increase margin?**
 - The margin you can charge depends wholly on the customer's perception of the value you bring to them, emotionally. A Rolls Royce isn't 10X better than a Ford, but it has a wholly different customer perception. Slow Selling gives you all the tools you need to work on your customer perception and attraction, thus enabling you to charge a fair and profitable margin for your goods and services.

- **What will this do that will help me win new customers?**
 - In the age of online transparency and empowered customers, the key business builder in every business is reputation and referrals. Yes, clever marketing helps, but only if your base reputation is remarkable enough. There are no exceptions in the long term. Slow Selling works on reputation, attraction and referrals as your prime goal, this starting a process of organic growth in customers, sales and margin.

- **What other benefits will it give me?**
 - One of the key issues in today's hyper crowded, over resourced marketplace is 'who and what to trust'. By sticking to timeless, self-evident and universal principles of common sense, (and avoiding 'quick-fix' shortcuts) you can be sure that what we suggest makes sense. So it gives you confidence, support and peace of mind in the midst of the turmoil all around you.

- **How much will it cost?**
 - Joining our top tips list costs nothing and never will. You can buy our book for around £10 to \$15 from all leading retailers, and membership of the 'Slow Sellers Association' costs as little as \$2 per week, depending on what level of support you need. And remember: everything's covered by our no quibble guarantee.

- **What if I need extra help?**
 - If you need extra help, you can easily contact us at any time. We'll point you in the most helpful direction we can, whether you opt for paid help from us or not. We can offer direct coaching and training in all aspects of 'Slow Selling' at fixed and reasonable rates, for whatever questions or problems you need solving.

- **How long will I need the support for?**
 - This is entirely up to you. We have clients who've been using our services for over 15 years continually, and others who employ us for a few months, solve their problem, then finish. You can take or leave what we offer entirely to suit you: you can stop at any time, and start at any time: you'll always be welcomed and helped to the best of our ability.

- **How can I stop?**
 - You can cancel whatever involvement you have with us at any time: you'll always get your last month's fee refunded, and the only questions we'll ask you (at any time) will be 'What do you think?' and 'How can we improve what we offer you?'.

- **What do I do if I need extra help after I've stopped?**
 - You can contact us at any time, whether you're a member of the 'Slow Sellers association' or not. You'll always be welcomed and helped to the best of our ability. Please note that members of the 'Slow Sellers Association' do get a discount on any coaching / training / support & advice fees.