

# 21 Expectations from Your Potential Customers



To be a successful entrepreneur in today's marketplace, it's not enough to create and offer a great product or service that satisfies needs and wants. You also need to fulfill the expectations of your potential clients before they are ready to become paying customers.

Many of your potential customers have already been burned. They regret being duped for spending money on some highly touted program that didn't deliver. So, they are going to approach your offer with caution and skepticism.

While it's humanly impossible to make everyone happy, and some expectations can be high, unreasonable and unrealistic, you can still turn more of these potential customers into paying customers by fulfilling as many of their expectations as possible.

## **21 Potential Customer Expectations**

If I'm your potential customer, here's 21 basic expectations I have when it comes to information in your sales and marketing materials.

### **Clear statements and explanations**

I want to easily understand what's your product or service, what it does , how

it works and what problem does it solve

### **Identifiable target market**

Can I quickly determine if this program is right for me?

### **The offer**

I want to know exactly what your offer entails. I don't want to be disappointed by any hype leading me to believe there's more

### **Features and benefits**

I want to know what's special about your product or service and how can I or my business immediately benefit

### **Road Map**

Tell me there's a road map or step-by-step process so I can stay on track and know what to do next

### **Examples**

Give me examples to put my mind at ease so I know that I can do this

### **Different learning options**

Sometimes I want to read it, watch it, listen to it or save it for later

### **A "good deal"**

I like everyone else expect value and some kind of "deal" or "irresistible offer"

### **Instructions**

I want specific instructions as to how I can get your product or service

### **Timeframe**

I want to know any format schedule for on-line training, conference calls or access to personal mentoring.

## **Bonuses**

I want bonuses that are timely and relevant. Nothing like out-dated or fluff pieces to make me think you don't care

## **Social proof**

Testimonials tell me about the satisfaction level of other and screen shots tell me about possible potential outcomes

## **Purchase price**

I don't want to read to the bottom and hit a "buy button" to find a price

## **Leeway on purchase time**

Don't guilt me into buying immediately in order to get the best price; some of us need time to decide

## **A tiered price offer**

I'm not ready to spend big bucks with someone I don't know; give me different price entry points to start

## **Payment options**

Make it easy for me to buy. You don't know I've just purchased another program, I'm close to my credit card limit, or that I'm willing to take a leap of faith to buy from you if I can spread the payments out.

## **Policy statements**

I want easily to find policy statements in simple English statements telling me I'm protected (Terms & Conditions, Privacy, Spam, Satisfaction Guarantee and Refund Policy)

## **Active Links**

Give me links to social media and your website so I can check you out

## **Contact link**

I want an easy way to find a contact link for questions I might have

### **Customer Service**

I want to know there's a means for resolving any problems that come up

### **Make everything easy**

I hate wasting time with anything too difficult or complicated. I'm more inclined to buy the easier you make it for me.

What else would you expect from a potential customer?

What's stops you from making a purchase?

What happened that made you regret your purchase?