

# What Beach Vendors Taught Me

TOP TIP



# TUESDAY!

## Not Where You Expect to Find a Great Salesman!

If you've been lucky enough to have been on a decent beach holiday or know someone who has, chances are you or they will have encountered a group of individuals who make their living walking along the beach selling items to willing sun worshippers.

Now some of them are not what you would consider enticing e.g. cheap sunglasses or straw hats.

However, it's the ones that do offer something that does attract our attention that got me thinking.

The ones that trigger the thought, (*even if it's a tiny thought*), of "That'd be nice".

Items like coconuts, pineapples, watermelons etc.

Freshly cut and prepared right in front of you in a matter of seconds to give you a very refreshing and tasty snack on a hot day.

You see they walk up the beach and back again, not once but several times a day offering their produce. It's all very good natured and there's nothing pressured about it.

But what I love is that these guys and girls ask every time they walk past.

Some would say it's quite primitive marketing and others would say it's quite sophisticated selling.

And it's a little reminder really, because when we were kids, we were very good at getting stuff.

We just kept asking our parents until we got it.

But when we get into business, too many forget this and we put a message out there to people and if they don't bite once, most business owners don't try again and the price we pay for this behaviour is huge.

The guys on the beach know that just because someone didn't buy a pineapple yesterday doesn't mean they won't buy one today.

They know that "No" yesterday, just meant "Not now", so they keep coming and keep asking.

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Now, don't take this as permission to bombard people and send out emails and messages all the time.

What we are saying is that, however often you are asking for business or promoting things at the moment, doing it a bit more will grow your revenue and your profits.

So why not send a little email TODAY to people that have enquired in the last 2 or 3 months, just asking if they're still interested in whatever it is that you do? You never know!



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