

What People Really Buy

(from Guerrilla Marketing Excellence)

- They buy **benefits** and not features
- They buy **promises** you make
- They buy the **promises** they want fulfilled
- They buy **your credibility**
- They buy **solutions** to their problems
- They buy **you, your employees, and your service**
- They buy **wealth, success, security, love, and acceptance**
- They buy **your guarantee, reputation, and good name**
- They buy **other people's opinions** of your business
- They buy **expectations** based upon marketing
- They buy **believable claims** – not simply honest claims
- They buy **hope** for their own and company's future
- They buy **honesty** – one dishonest word means no sale
- They buy **comfort** – offerings that fit their comfort zone
- They buy **success** – your success which can lead to theirs
- They buy **good taste** – and they know it from bad taste
- They buy **brand name** over strange names
- They buy **consistency** that you exhibit
- They buy the **stature of the media** in which you market
- They buy **value** – not price
- They buy **selection** – often the best selection
- They buy **freedom from risk** – granted by your warranty
- They buy **acceptance** of others of your goods
- They buy **certainty** that you create
- They buy **convenience** in buying and paying
- They buy **respect** for their own ideas
- They buy **your identity** as conveyed by your marketing
- They buy **clarity** – if they don't understand it, they don't buy
- They buy **style** – the kind that fits their own
- They buy **neatness and organization** and assume that's the way you do business