

CORPORATED MANAGEMENT / HUMAN RESOURCES

PAPER: NEW STRAITS TIMES (KLASSIFIEDS)

DATE: 23 MAY 2013

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TIPS

Ideas for Selling



- **Product features** - Know your products inside out. Get first-hand experience so you know how it works, the advantages and limitations and how it benefits your prospects.
- **Get creative** - To sell more of your existing products, you need to implement new sales methods. Get creative e.g. add new products, promotions, free gift etc.
- **Establish your credibility** - To boost your sales it is extremely important to boost your credibility. Offer customers testimonials, product benefits, and guarantee.
- **Referrals** - Get your most satisfied customers to help you get the word out by rewarding them with discounts or freebies each time they bring business to you.



9 STEPS TO A SUCCESSFUL PRODUCT LAUNCH



To launch a new product in the marketplace, you need a strategy that will guide you to success. Launching a product requires meticulous planning, coordination, and a start-to-finish strategy that will serve as your guide on what to do next. Here are 9 steps on how to launch your new products or services:

- 1 Planning** - You have to plan ahead, and not haphazardly decide to launch something and have it magically fall into place. A comprehensive plan and detailed market analysis offers better understanding of the current market place, its requirements and demographics.
- 2 Observe and evaluate your competition** - Research products similar to those you are launching, and is already well-known by the consumers. Know what others are doing and find ways to outsell them. Does your product have added features, special warranties, or a better price? Use these information to direct the attention on how your product is different and better than the competition. Create a unique selling point (USP) to differentiate yourself from them.
- 3 Design an attractive packaging** - Attractive packaging is the key to lure potential customers to your brand. You need to make sure your packaging is both attractive, tamper-proof, and safe. Smart packaging is the first step towards getting your product noticed.
- 4 Test launch and product sample** - It is important to do a test launch to see if your product is viable. Capture the attention of your target market by showing them how your product works. You can also post it on YouTube and link it to your website. Give the product samples to your prospects for them to experience it. Test and track the results. Gather feedback to improve your product and keep tweaking before rolling it out to the general public.
- 5 Build anticipation** - A successful product launch is all about anticipation. You need to create momentum leading up to something big. This creates buzz and anticipation from those who want to find out more. Reminding them constantly before the event date is a good strategy to build up anticipation.
- 6 Advertise** - You can place ads in several media outlets to reach the maximum number of consumers. There are different ways to advertise, you just need to select an appropriate channel that works. Depending on your target market, you can use traditional media such as TV, radio, newspapers, magazines or even the internet as your marketing medium.
- 7 Engage customers through social media** - This is now a very important part of getting products out into the broader, global marketplace. Facebook, Twitter, and YouTube can be great launching pads for your products. Have blog posts and articles ready and publish links to all of these content from your social networking site. This will give your new product the necessary speed to take off ground.
- 8 Hire a public relations firm** - Work with a public relations agent with experience in your industry, or in marketing new products. An expert can help you solidify your target audience, determine the best media channels for advertising and promotions.
- 9 Hold a press conference** - Schedule a press conference with consumers and members of the industries related to your products and services to showcase your products. Offer samples, answer questions, to create a buzz in the industry.

