



# ***NEWS RELEASE***

## **WYOMING DISTRICT OFFICE**

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**Contact:** Sharon Nichols (307) 261-6508  
**Internet Address:** <http://www.sba.gov/wy>

### **DO YOU MARKET YOUR BUSINESS?**

**Wyoming** – Creative selling is one of the most important things to train your employees and yourself to do. Many customers look at the sales person as a representative of the business. For a business to be great, the sales person must be great. Since you are a small business, it is important to be able to compete with big business by providing effective sales personnel. There are three main types of sales personnel: Order Handler, Order-Taker and Order-Getter. The Order Handler will be asked numerous questions by customers as well as listen to their complaints. Select a person that has a pleasant personality, a good listener and is very understanding. The Order-Taker also needs a good personality but needs to be creative in suggesting additional items a customer might need to complete their project. The Order-Getter needs to be prompt in supplying what the customer wants. Again this person needs to be pleasant and accommodating.

The idea of understanding and developing a marketing program is another important aspect of a business. You need to grow your business by satisfying customers. You can do this by focusing efforts on identifying, satisfying and following up the customer's needs. You might ask the customer to complete a questionnaire that will disclose problems and areas of dissatisfaction. You can work on changing these areas or offer new products or services that will remedy the problem. Do market research to identify things that affect sales and profits in your area. Know what is going on with competitors, monitor what they are doing right or wrong. Identify customer groups and then make your product and prices meet their needs. Then, evaluate how things have turned out for your business. Were the decisions profitable, or should you choose to go in a different direction?

And lastly, are you advertising to make people aware of your products and services. You need to get your signage out there so they will remember you. Never stop advertising, whether or not the funds are available, if you want your business to succeed you must keep your name out there.

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*For more information about SBA's programs for small businesses, call (307) 261-6500 or TDY (307) 261-6527 or visit the SBA's extensive Web site at [www.sba.gov/wy](http://www.sba.gov/wy)*