

The Psychology of Selling

How to Motivate Your Customers to Buy & Return

Successful selling involves more than just putting up a sign and waiting for customers to beat a path to your cart.

While a food cart presents different marketing challenges than, for example, operating a grocery store, the basic philosophy of selling holds true for all businesses. Customers must first be attracted to your sales site and then encouraged to buy your products. At the point of sale you must anticipate and satisfy your customer's needs and expectations.

It is this selling cycle – attracting customers, encouraging sales and satisfying customer needs – that is essential in assuring the continued growth and success of your business.

Remember the rule: **it is easier to keep an old customer than to attract a new one!**

The Sale:

Once your customer has been attracted to your vending site, there are four factors that go into completing a successful sale:

1. The customer must have a clear idea of what is being sold and at what price.
2. All signs should be professionally made. (no homemade "marker on cardboard" signs)
3. You must be able to service the customer even if you get many customers all at once.
4. You must ask for the sale.

Up-Sell:

Always make sure you and your employees up-sell. It's very simple. Just ask a positive question. Or give positive suggestions.

Do not ask "Would you like a drink with that?"

Ask "What kind of drink would you like with that?"

If a customer is indecisive or unsure, help them, say something like: "Why don't you try one of our Jumbo Kosher dogs? Most of the guys seem to like it."

Help your customer to make selections by asking leading questions like: "Would you like cheese on that?" "Would you like to try the Red Onion sauce?"

Customers will not see this as “up-selling” but rather as you showing a personal interest in them.

Pricing:

There are no hard and fast rules on pricing.

A good start is to first poll your competitors or other similar businesses in your local area.

Do not be afraid to charge more for your product. Charging 25% more than your competitors is not unreasonable.

The reason for this is simple. If you do a superior job, offer a superior product, and do it in a unique way, your customers will be very happy to pay more. There are many very successful food service franchises that follow this philosophy.

The convenience of your location is another reason why customers will be willing to pay more.

Customer relations:

How you speak to your customers is as important as what you say.

Always be friendly, positive and upbeat.

Don't shout to attract customers - “Hey! Want a Hot Dog?”

Simply smile and say “Hello” or “Good Morning”. They will remember you when they return if you have what they want.

Make sure everything is continually kept neat and clean.

Keep your umbrella up – it is your “Open” sign.

Employee / Customer Relations:

Make sure all employees understand and apply these principles.