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persuasive arguments that lead a customer to make a purchase and accept that building enduring customer relationships is
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What's there in it for me? Robert Henriksson,2014-02-07 In the early 1980s I heard that a customer always buys the benefit of a product That made me interested and I wanted to learn what a customer benefit is With this knowledge I could probably improve my skills as a salesman and achieve better results But there was also another interesting question that this matter raised How many benefits are there Thousands hundreds tens or less I started to look for the answers in the literature After looking through numerous marketing books and articles I recognized that customer benefit is one of the main concepts Nevertheless I could not find a satisfactory description of customer benefits or an answer to the number of customer benefits This was the starting point for my study And I m happy to share the results of my work with you now I have considered both the B2C and B2B environment in the results Consumers and companies experience the same benefits but there can be a difference in the sources of the benefits and there can also be different emphasis of the benefits In B2B selling you need to take a note of all the various needs of the actors in the supply chain besides the needs of the end customer

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