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## Ceonex Articles

# What drives a sale?

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Ceonex, Inc., 189 Beaver St., Suite #204, North Adams, MA 01247

# What drives a sale?

When a consumer chooses to buy, do they base their decision on meeting a specific need with specific requirements? Or are there other components to the sale?

The marketplace offers a large abundance of similar products and services – we have our choice of automobiles, sliced bread, long distance providers and laundry detergent. Few products and services are truly unique, and those that do create something new find the competition quickly scrambling to create something similar for a lesser price. You've all heard of Viagra. Now, Cialis is turning relaxing moments into a booming 56% market share for new treatment prescribed by urologists for erectile dysfunction.

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## A positive experience is the distinguishing factor in sales and loyalty

With all these choices, what makes a consumer choose one product over another?

The most important aspect of any sale is a positive experience for the customer. That positive experience starts from the first “prospect touchpoint” and continues until it culminates in a sale. At this point, the “prospect touchpoints” become “customer touchpoints,” such as implementation of the product, shipping, user experience, support, and so on.

If these components provide for a highly positive experience, it will make the brand and product successful, and the impact of competition will usually decrease.

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## A tremendous opportunity to optimize user experience

Due to a number of factors, there are increasingly important reasons to examine the role of interactivity on the web today. Some issues to consider:

- Know your target audience and your real audience . Defining and analyzing your target audience, and communicating your product's value proposition to them is the first step. But you will also need to evaluate the current client base and prospect base to ensure they do in fact reflect the intended audience. If not, adjustments will need to be made either to the defined target audience or positioning of the product, or both. Alternatively, adjustments may even need to be made to the product or service itself should the current product and/or audience not produce the desired business results.
- Analyze all aspects of current prospect and client interaction. Before improvements can be made to provide a positive experience across all touchpoints, you will need to first determine what exactly needs improvement and what already works well that can be expanded and strengthened. The touchpoints that should be examined include all interactions with the brand (such as brochures, websites, tradeshow booths, etc.), all functional interactions with a company's work process (ordering/purchasing, support, delivery, etc.), and interactions with the product or service (durability, ease of use, helpfulness, price, etc.). From this analysis, it will become clear what works and what does not.
- Create representative groups for your target audience, and create emotional profiles within each group. The emotional profiles will guide you in positioning your brand and communicating with your prospects: what colors to use, what images to use, what terminology and concepts will be understood, how to meet and exceed expectations within company workflows, and so on.

These actions ultimately can lead to the creation of a tremendously positive user experience – thereby gently guiding the user along his or her decision-making path, and culminating in not only a satisfying purchasing experience, but also praise for your company and its product or service.

The resulting total satisfaction is larger than the sum of its parts, and takes on momentum of its own.

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## About Ceonex

Established in the USA in 1998, Ceonex is a proven global Internet consulting and development company helping clients to create and implement full-service digital business solutions. Combining diverse expertise in business strategy, technology, usability and design, Ceonex produces highly scalable business solutions and online user experiences.

Enabling businesses to heighten brand awareness, Ceonex strengthens customers' competitive advantage and provides them with opportunities to increase revenues and enhance productivity.

## Recent Projects

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[www.evomedia.com](http://www.evomedia.com)

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## Contact Ceonex

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### Client Quote

"...outstanding design work and timely implementation... a fabulous website that accurately captures both our mission and spirit..."

W. Michael Draper, CTO,  
NetworkWorld, Inc.