

Ads reinforce a traveler's perception and behavior. Remember, it is easier to reinforce behaviors than to change them, and the sale is just the beginning of an opportunity to turn the purchaser into a loyalist.

A few more points to keep in mind

- **Develop an unbeatable product** - if you want to keep customers, make sure they can get what they want from your product.
- **Give customers an incentive to repeat-purchase** - chances to win a prize, gifts with a certain number of proofs of purchase, in-pack discount coupons, etc.
- **Stand behind your product** – if customers don't trust the product, they won't purchase it again.
- **Know your trophy customers and treat them best of all** – remember the rule that 80 percent of sales will come from the top 20 percent of customers.
- **Make it easier to buy your brand than competing brands** – availability and simplicity are keys in today's high-speed world. Customers appreciate convenience more than ever.
- **Go to your customers** - bring the product to customers when possible.
- **Become a customer service champion** – seek to serve the customer and they will repeat-purchase...again and again!

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