**How to attract customers?**

Human beings are completely different in terms of behavior, so companies and sellers need to take this issue into account to attract more customers. There is an ordinary chain that states “All of your focus has to be on how to attract customers into your store, keeping them there, selling them something, inviting them to come back and marketing to them afterwards.” This is all you need to do but the question is how?

Here we help. Firstly, try to be honest with yourself. Make a list of the top things you and your employees do. Which of them have made you progress and which one did the contrary. Judge your processes like allocation of labor, training programs, and marketing materials. Think about your customers; what can make them happy and change them into your faithful customers.

Secondly, take appropriate actions regarding the things need to be changed like firing an employee for his behavior, clearance sale of dated merchandise, or changing the location of your store. These can help you have a better chance in improving your business.

Thirdly, Bond with your employees. Building a good relationship with your employees, customers, and yourself can make happy customers who buy more products. This relationship can be achieved through searching for common grounds.

Fourthly, gather all your previous customers’ addresses including previous e-mails, phone numbers, and postal addresses and send them friendly invitations to come and visit your products.

Fifthly, try to use retail sales training so that your own employees can buy the products. In fact, nothing is more worthy for people to see others are buying from you.

Sixthly, try to learn how to attract customers through digital networks like Facebook. In addition, use the following digital services as well such as: optimizing your site for Google, using Social Networks, using web logs, having your professional site, having your own special advertising slogans, having powerful phrases for your ads, using group Emails, and having advertisement banners. In the virtual world, like the real world, we need to have a specific strategy to attract customers. The strategy should be based on the type of audience and the feedback we get from the audience. Given that almost 80% of the websites are commercialized and monetized so the Internet can boost your product sales. To attract customers through the Internet, in addition to a website, you should be familiar with Internet marketing principles. In this way, you can increases the probability of customer purchases from your brand and the way the customer offers it to others.

Seventhly, put yourself in the shoes of your customers. Always ask yourself: Does this organization welcome my admission? Does this organization offer good products? , and ... The more you understand the customer, the better the balance between the customer and product will be. We have to pay attention to this. Customers are looking for a high quality product at a reasonable price; in order to attract the customer, you must have a good relationship with the customer and have the right technology in the necessary support.