

Make Your Sales and Marketing An Experience! By Sue Wilde

Why add experiences?

Marketers know that people don't just buy products and services, they buy experiences. Adding experiences to what you sell can enhance the reason for customers to come. Llamas are an experience in and of themselves so it's easy to create that memorable experience when people come to shop at your farm. It's always charming when llamas eat out of your hands, blow gentle kisses and you can show off your garments made out of their fiber.

Experiences don't just happen they are created. It is proactive to create experiences that will consistently stay with your customers, keep them coming back, and have them telling others to go to your place. Creating experiences that appeal to the five senses – taste, touch smell, sight and sound remain with us and can motivate us to act on those pleasant times.

Seth Godin's new marketing book, *All Marketers Are Liars* stresses the importance of power of story telling. "Stories, not ideas, not features, not benefits, are what spread from person to person. The stories that work, the stories with impact, the stories that spread are the, "I can't believe that!" stories. These are stories that demand to be repeated." These stories create the experience and experiences translate into feelings. Your stories need to be colorful and authentic. It will be a story that people want to believe and they will be compelled to tell others. The llama stories that we all know and experience day to day are colorful and authentic. Share them and celebrate the great times with our llamas. Check out Seth Godin's website: sethgodin.com

Every new llama baby is a story especially when something a little unusual accompanies the arrival. Shows, sales, school and hospital visits are all stories. As a teacher, I have taken llamas to many of the local elementary schools. The boys I have taken have always been perfect gentlemen and I have had great confidence in having a gym full of kids and the llamas enjoy and hour together. One spring as I was telling the audience of students and teachers how clean llamas are one of the boys started to pee and poop! Then the other boy of course couldn't resist the urge! Believe me that story stuck to me like glue and was repeated through out the school division but no one ever forgot the day the llamas came to Mike Mountain Horse School!

Facts tell, Stories sell. Think about some of the lectures that you have attended. What part of it stuck with you the most? The story that taught the lesson is usually the best teacher. Get excited! I have a friend that calls when each of her babies of born and sends photos of the babies to all her friends. She's enthusiastic! And I hear enthusiasm is contagious, let's all get a serious case of it! Go for the experience!