

TOP 10 WAYS TO GET MORE BUSINESS FROM SENIORS

10) **Recognize that seniors are a lot like everyone else. But maybe better.**

They need—and buy—most of what everyone else does-- From accounting to zoo visits. And the good news: they often have more money and freedom than their juniors.

9) **Realize that seniors are not just one homogenous group.**

They run the gamut from their 50's to their 100's, active to infirm, wealthy to hard-up. In general, they're more active and well off than their predecessors. As with any marketing, it is important to segment your audience.

8) **Know how they view themselves.**

Pick your niche and learn it well. According to studies, older people typically see themselves as a decade or more younger than they are. For clues to their attitudes, study the era of their youth, when values were formed. Take the trouble to get personally acquainted. Discover who else may be involved in their decision-making. Family? Caregivers? Professional advisors?

7) **Tailor your message to their experience, needs and interests.**

Use what you've learned to fashion a message that explains your offering in ways that will resonate with your audience.

6) **Don't talk down to them.**

Avoid stereotypes. Not everyone who's older is deaf, blind, infirm or addled. No one who's going to buy from you will appreciate being treated as if they are. Seniors hate being called that, but no one's come up with many suitable alternatives. You could try.

5) **Adapt your message to their changing physical needs.**

It's a reality that our faculties begin to decline as we age. To communicate with your older customers, use larger type, good contrast and avoid visual clutter. Limit your message to one or two major points. Not bad advice for any ads, actually.

4) **Discover and eliminate any physical or mental barriers to seniors.**

If you're serious about getting more business from elderly customers, look at your business from top to bottom through their eyes. Ask their opinions. If you find anything--from advertising to customer service, from your phone system to the physical premises—that discourages elderly customers, try to change it.

3) **Look for line extensions or ways to position what you sell as solutions for seniors' needs.**

Examine your sales offerings. Can you add complimentary things that will serve seniors' needs? Can you change the name or description of existing offerings to highlight their value to seniors?

2) **Develop a senior USP**

Construct a senior version of your Unique Sales Proposition. You DO have a general one don't you? Recognize that today's regular customer may be tomorrow's senior one, and that others may influence senior's decisions.

1) **Advertise in The Business Solution Group's senior publications**

Each year, a total of 140,000 copies of our four senior-oriented publications reach the elderly throughout the region. We offer you the only cost-effective way to talk directly to this market segment from the South Shore of Tampa Bay to Charlotte Harbor and give you the flexibility of advertising in just the communities where you do business.

Each of our information-packed publications is issued just once a year. Readers recognize their long-term value and typically retain their copies for reference when a need arises. Coupled with our targeted distribution methods, this means you're getting an audience of true prospects when they're ready to buy—when advertising is most effective. And you're reaching them for an entire year with just one low priced insertion.

The Business Solution Group

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