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Little Freebies That Will Help You Attract Customers

Everyone is looking to draw in new customers. Bigger businesses look to do this by running monster sales and slashing prices to help attract more business. Smaller companies have smaller budgets and therefore are limited as to how much they can truly reduce prices and they usually can't even attempt to close to the discounts being offered by their larger competitors. But don't despair because there are many other things that you can do to help attract customers into your business that will make a big impression without having to sacrifice turning a profit.

One of the things that customers truly value is great customer service. They like to feel appreciated and as a result it is necessary for you to create a customer friendly environment for your business. This means not just having a sales staff that is waiting on your customers to meet all of their needs, but also go beyond and create a nice area, comfortable seating and serve some donuts and coffee, with some chocolates strategically placed, and even offering some promotional water bottles.

The more comfortable your customers are the more they will stay and the more they will buy. Creating an environment that really makes them feel special can go a lot farther than a sale can to keep those customers flowing through the door.

Promotional giveaways are also a great way to attract customers in, and many stores use this method especially around the holidays. You can draw in more customers by telling people that the first 100 people through the door get a free gift . This technique can motivate people to buy from you and, encourages them to come to you first, so for those with a limited budget, they will spend their money with you instead of other institutions. Some businesses also use sales incentives, such as free gifts with purchases over \$100 and even better gifts for sales of over \$200. This is something that will work to get people's attention and encourage them to buy from you again and again.

Creating something that customers desire, like free gifts, bonus gifts for spending certain amounts and outstanding customer service are things that can outperform any sales other stores are having. Everyone has to use whatever is available to them, and while you probably cannot match the discounts that big department stores are offering, you can offer superior customer service and that is something that most of the big stores do not offer their customers.

[Promotional gifts](#) are a great way to enhance your business and attract new customers. When you are looking for that ideal [Promotional gift](#) to hand out around the community, go to promotionalgift.org.uk

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