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Magic Beans, Sugar and Smart People: Selling Points Move Your Audience to Action

Your Selling Points

You know these already. These are your top three perceived benefits of buying/why your current customers choose you. They are your magic beans. These should match your target customers' top three business needs, and then will become the backbone of your sales/marketing messaging. This is the formula that "magically" makes the customer say yes to you.

If you've been out there selling, you know these selling points. They are the things you'd say in the first minute of a cold call, or an elevator pitch.

Your Drawbacks

You may or may not know these. Drawbacks are any current drawbacks of buying, perceived or real. They can make your customer hesitate, or say no. Sometimes these are things you can change, sometimes not. Many times, these are items that your target audience perceives as drawbacks, such as not having a huge staff or a brick and mortar office/store, but when addressed up front and in a sober manner, your customers can see that these "drawbacks" are actually assets, i.e., small staff/online storefront make you more nimble when meeting customer needs, and help you make the most of their budget dollars.

Changing Customer Needs

Customer needs change over time. Your existing customers and prospects might have outgrown your business model, or they are unaware that you've added services and have kept up with the industry. If you haven't kept up, listen to your customer pushbacks--if it's an easy fix, then fix it, and let your customers and prospects know that you've listened and have moved to better meeting their needs.

Sugar and Smart People

I've had clients cite, "I'm overweight", or "I'm a woman" as some of the reasons why a prospective customer might say no to them. I would say that if a prospect already knows this much about you, then you are in front of them presenting, and so you are already half way to a "yes." In some cases, customer prejudice might actually be a stumbling block or stopping point. The world is not made up entirely of sugar and smart people, but in general, superficial objections move away within the first moments of a spot-on ad or presentation that meets a pressing business need. Know yourself. Be your most amazing self. Know the customer's needs and use your top selling points to meet them.