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5 Ways to Educate Your Prospects for More Sales

By Roger C. Parker

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It's impossible to sell a product or service without demand - no matter how low the price or how big the discount.

Education-Based Marketing creates demand by showing the prospects why they need your products and services, how to make intelligent buying decisions, and how to best use it after they buy.

Education-Based Marketing creates a 'halo' surrounding everything you sell.

When you promote an individual product or service, only that particular product or service benefits. But empowering customers and prospects benefits every product and service you sell.

Information pre-sells and differentiates. It builds customer confidence and positions you as credible, knowledgeable and trusted. Information sets you apart. You become a unique, trusted advisor.

Education-Based Marketing answers questions that must be answered before prospects will buy: Who benefits from the product or service? What benefits does the product or service provide? When is the product or service needed? Where is the product or service used? How do you choose and use it?

Conventional advertising is hard to create because it's judged by its creativity - how effectively it attracts attention, how cleverly it delivers its message and how memorable it is.

Education-Based Marketing, however, is easy to create because the goal is to inform, rather than interrupt, manipulate or show-off. All you have to do is answer the five questions listed above.

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Education-Based Marketing saves you money because technology has caught up with technique. You can do most of the production yourself using desktop-publishing software, saving on expensive outside production costs.

You can distribute educational messages for free as web site downloads or as e-mail attachments. Five ways to educate your prospects include: White Papers. These analyze challenges and trends and show how to benefit from your products and services. E-books. These offer in-depth, procedural descriptions that demonstrate your competence and communicate how-to-buy and how-to-use tips. E-mail newsletters. You can keep in constant touch with customers without addressing, printing and postage costs. E-courses. You can automatically deliver information in chunks over a period of several days - or even weeks. Teleseminars. You can also present teleseminars, which permit prospects to get to know you in an informal, interactive environment. Free line rentals are available; others cost about \$25 an hour.

Education-Based Marketing works best when you keep in touch and deliver information at frequent intervals.

A monthly One-Page Newsletter, for example, is far more effective than a bimonthly four-page newsletter or a quarterly eight-page newsletter.

Customers and prospects give you their total attention when you offer information that helps them achieve their goals.

Education-Based Marketing's effects are cumulative. The more information you share, the more your market will look forward to your messages and refer coworkers and friends to you.

Roger C. Parker is the \$32,000,000 author with over 1.6 million books in print. Do you make these marketing and design mistakes? Find out at

Education Builds Credibility With Your Prospects

By Craig Valine

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If you're in a sales position of any sort, or you're a customer or client of someone "selling" you, you know that the most common response to an objection or concern from a salesperson is to cut price.

I know. I've been "in sales" since the age of eleven. And, when it got tough to sell what I had to offer, the very first thing I did was cut the price on the very thing of value I was offering.

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It wasn't that I didn't think what I was offering was valuable. It was that I just never thought to give the "reasons why" they would benefit from what I was offering.

Well, I'm here to tell you that if people perceive you as being like everyone else, all they have to go on is comparing price.

The job then, is to educate your prospects on the enormous value you deliver. Otherwise, it seems, you're just another company delivering another commodity product or service.

The secret to establishing value for your product or service and building credibility with your prospects and customers is simple: Tell the truth.

* If your product or service costs more than your competitors, tell them why. It will create value that they didn't see before.

* If your product is made with a stronger material than your competitor's, tell them why. It will let them know that your product is more durable than your competitors.

* If your guarantee is longer than the competition, tell them why. It will show that you truly believe in your product and are willing to stand by it no matter what.

* If you're having a private sale for existing customers, tell them why. It will show them how special they are and how much you care about them.

* If you do business differently than anyone else in your industry, tell them why. It'll show that you're not just another commodity and copy-cat business.

* If you're selective about who you'll do business with, tell them why. It'll revere them as special and increase their confidence in doing business with you over and over again.

You see, it's very simple. Educate them. Tell them the reasons why, and you become not only the leader in your field of expertise, but you become the resource that your customers want to follow and respect.

How many businesses do you know that actually tell you the

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"whole truth" about a product or service or special they're offering? Not many. And the one's that DO explain the "method to their madness," are the one's that are very successful.

Honesty and education breeds credibility and trust. Avoid being vague when you communicate an offer. The truth and nothing but the truth will help you become the business leader you know you can be.

Craig Valine is the publisher of the The AwfulMarketing Alert Newsletter, "Where you learn GOOD marketing strategies by looking at those who do it really BAD." To subscribe his free newsletter, go to: <http://awfulmarketing.com/ezinesubscribe.htm>

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