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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Are You Marketing and Selling What People Buy?

By Charlie Cook

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Do you ever wonder if you're speaking a different language than your prospects? You may have recently launched a business, designed an innovative process or purchased state of the art equipment that leaves the competition in the dust, but no matter what you say or do, you aren't attracting as many prospects as you need.

Lauren called me from Michigan with just such a concern. She and another friend had opened a fitness salon about a year ago. After a careful analysis of the local chain's facilities, they had invested in next-generation equipment that provided many added features. Yet, a year after opening, and doing every marketing activity they could think of, they still weren't attracting enough clients to pay the rent.

The problem wasn't lack of effort. The problem was that prospects didn't understand the benefits or higher value of Lauren's fitness facility.

Remember the best selling book "Men Are From Mars, Women Are from Venus"? A key point of the book is that men and women see many things differently, and express themselves differently.

If you have children, you know that the same is true of parents and teenagers. What's important to you is often unimportant to your seventeen-year-old, and vice-a versa.

Sometimes you wonder if the two of you are speaking the same language. You've probably learned to get your child's attention by talking about their needs and interests. These may include

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sports, movies and access to the family car.

Prospects and business owners have different perspectives as well. You may be focused on the costly and state-of-the-art equipment that enables your enterprise to function. Your prospects primary concern, on the other hand, is that you solve their problem or get the job done, and your equipment and processes are of secondary interest.

Lauren's marketing focused to a high degree on the higher quality equipment her salon provided. She was talking hydraulics and variable resistance. This approach wasn't pulling in new

clients.

Due to shoulder surgery, my exercising has been recently relegated to a local fitness salon. My objective is to stay as fit possible so when my shoulder heals I'll be able to get back to the sports activities I enjoy.

Do I relish exercising on a recumbent bike or treadmill? Of course not. When I mentioned this to Lauren she replied, "Everyone hates the machines."

People work out regularly because they want to achieve a particular goal. They want to get fit or lose those extra pounds. People go to a fitness center like Lauren's because they want to look and feel better. If you own a fitness salon, don't talk equipment, talk about what it does. Talk about calories burned, weight lost, muscle tone, strength, feeling healthy, improving at tennis or on the ski slope, looks and self-image.

If you want to attract more clients to your business, whether it's a fitness salon or your accounting practice, make sure you're speaking the same language as your prospects. Your concerns in getting the work done may be different than your prospects' and clients'. They are concerned with the problem you solve for them.

Whether it's in your ads, your marketing brochure, your web site or in your sales conversations, speak in your prospects' language. Speak in terms of their concerns, problems and goals. When you communicate to prospects in terms of their priorities, you'll get their attention and their business.

The Secret to Success?

By Karen E. Hipp

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It's All About Me.

You want your business to be successful, right? It's easy! All you have to do is remember four little words: It's all about me. Me, me and more me! Because that is why people buy your products and services. "If I buy this, what's in it for me? What need of mine will this satisfy?" It seems so simple. But most businesses forget this because they are way too busy thinking "What's in it for me?" (Not for the customer). You're a customer. When you buy something are you thinking "I'll buy this product because I really want to make this owner wealthy and happy?" No. But business owners attempt to sell their product this very way. "I want the money!" Pardon me, but your ego is showing. Slow down Mr. Gotrocks. Take a moment to find out what your product has to offer the potential customer. "If I buy your product, will it make me wealthy? Healthy? Beautiful? Free up some time? Make my life easier? Satisfy my ego? Fulfill a basic need?

Emotion.

Every buying decision made is based on how we feel about it. So, you're not selling haircuts, you're selling beauty. You're not selling entertainment; you're selling happiness. You're not selling plumbing services; you're selling trust. It's how the customer feels after they've made a purchase which determines if you get their business again. As a marketing consultant, I'm not selling marketing services; I'm selling wealth. If I take my eyes off the target, I'm almost assured to fail. So, my image messages should always promote this fact. Instead of a headline that says, "I have 20 years of marketing experience", it should say, "I'm going to help you make a lot of money." Bingo! Which headline would attract your attention? I've analyzed why someone would buy my product, then cut to the chase. Then I back that up with testimonials and gaining their trust. Let's say you sell art supplies. Which advertising message appeals to you? "Our paint brushes are made of the finest quality of natural fibers" Or, "Our paint brushes could make you the next Picasso." See? If you can get inside your customer's mind to see what he or she is thinking, then you'll be far ahead of your competition!

Don't do a lot of advertising? That's O.K. the goal is to understand why they want the product before they buy it. Then you can use key words in your selling approach! I'll never forget that I went shopping for a new outfit for a date with a guy that I had been wanting to go out with for a long time. I tried on a couple of different things and came out of the dressing room to see myself in the mirror. I must have had the look on my face of "How do I look in this outfit" as I was preening and turning in the mirror because the salesman came over and said, "Your boyfriend is going to love you in that outfit." Wham! I couldn't get my plastic out fast enough.

You too can be a "psychic." Just keep those 4 magical words in mind It's all about me!"

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Karen@Hippmarketing.com



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