

This Free E-Book is brought to you by Natural-Aging.com.

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

Communicate The Problem...Get The Client

By Irene Brooks

Communicate The Problem...Get The Client by Irene Brooks

Copyright - 2003 - Irene Brooks

Here's the scenario:

You're at a gathering and you come across someone who would be a perfect client for your business. You engage in a conversation and the inevitable question comes up. "What do you do?"

You get excited, your eyes light up. "This is it, this is my shot, I'll get him now" is the thought racing through your mind.

"Well, I am a small business coach." You say as you anxiously await for him to tell you how you are the answer to his prayers.

"Oh, I see...uh...I think I left the lights on in my car...uh...it was nice talking to you, bye"

And you watch your perfect client rush away to find someone else to talk to.

It's important that you are able to communicate what you do in ways that will help your prospective client understand that you are a solution to his problem. How you position yourself is the difference between getting that "deer stuck in the headlight" look from your

prospect or having someone ask you for more information.

Positioning revolves around your core marketing message that clearly states who you work with, what problems you solve, what solutions you provide, what benefits you offer, what results you produce, what guarantee you give and what is unique and special about your particular service. Positioning is the foundation that you build the rest of your marketing upon.

Here are two things that you must NOT do:

Do not use your label, this is a sure-fire way of ending a conversation quickly. How many times have you told someone, "I'm a coach" and they say "oh, what team?" or "how nice" and they quickly change the subject. Chances are that when you open with your label, if you get a continued conversation, that person is only being polite.

Do not use the process, for instance, a coach might say:

"I help people discover their excellence by co-creating the positive environment needed for a powerful conversation by having a two-way structured dialogical process that goes beyond basic listening skills and includes multilevel hearing and co-active interaction by the coach."

If your strategy is to have the "deer in the headlights" look in every prospect's eyes, well this is the one for you.

When you, the business owner communicate the process of what you do, you are still not reaching your prospect by communicating what's in it for them. They will be confused and they will run as fast as they can.

Package your services verbally so that you can communicate in a crystal-clear fashion what you can do for your prospective client in a nutshell.

Here is one thing that you MUST do:

Communicate the problem, then the solution. This approach works so well because people are living in, thinking about and totally immersed in their problems. So, if you relay a problem clearly and quickly and show that you do indeed understand that, you'll get their full attention in a heartbeat.

Be as specific as possible.

"I work with organizations that are facing the many challenges of the slow economy." Will not get you the same result as, "I work with small to

mid-sized business owners who are struggling to get clients".

Now, you're getting someone's attention.

Then you follow up with the flip-side of the problem...the solution. If you can now show your prospect through logic, examples, testimonials and case studies that you do indeed have a solid solution to this problem, you will get that person's ear...and business.

Here is an example of a good answer to "what do you do?":

"You know how a lot of small businesses struggle to find new clients? I have a service that guarantees them new clients."

Bingo!

You've gotten their attention. You notice now that their body language changes. They lean toward you as they talk, there is a warm glow in their eyes. You're speaking to a small business owner who happens to be struggling to find new clients. He asks you "How do you help small businesses get clients?"

"Good question...", you say.

Again, I caution you to stay away from your process. Continue talking about the benefits that working with you provide.

The processes are for later...much later.

If you remember that this is about your customer, and not about you, and you engage your prospect by asking connecting questions about their problems and linking them to the benefits of working with you; you will have the perfect opportunity to explore a great business relationship.

Irene Brooks is President of 3-D Success Partners. A firm that specializes in helping small businesses to create a constant flow of customers without wasting time or money on ineffective marketing techniques. You can contact Irene by calling 919-894-1732 or by e-mail <mailto:coach@3-DSuccessCoach.com>

Humanize the Sales Process

By Amy Fox

Q & A

Amy Fox, Accelerated Business Results
"Humanize the Sales Experience"

Q. Sometimes when I'm presenting to clients, I sense that the customer tunes out. Is there a better way to communicate with a customer or engage them?

A. Salespeople get caught up in the hype of their own product and lose touch with their client's reality sometimes. You may be an expert in your field, but you have to assume the client is not. Most clients do not speak tech-ese, so you have to couch the conversation in language that is familiar.

Q. In high tech sales situations, what are some ways of obtaining better results on sales calls?

A. Start by shifting the focus from you to your client. Instead of presenting information to a client on your first sales call, try asking the client what expectations they have for the meeting. You can build a list of desired results from their answer. Try using questions that put the client in the driver's seat. For example, "What would you like to learn more about?" or "How can I help resolve these issues?"

Q. Are clients actually put off by technical language?

A. It depends, because there are instances when it is appropriate. If you're speaking to a technical

person who expects you to inform them about these aspects, go ahead. In many cases, the decision maker is not technical, so speaking in terms the client does not understand wastes their time. Even worse, they feel uncomfortable. Do you know anyone who would buy under these circumstances? There is no easier way to lose a sale than alienating a client.

Q. What's the best way to speak about a technical product to a non-technical person?

A. Refrain from using acronyms and technical jargon. Some common words that are not generally understood are IPSEC, T-1s, WIFI, Routers. Concentrate on the problem they need to fix or the result they want to achieve. If the client needs a technical description, they'll ask for it. Otherwise, avoid using these words.

Q. What are some other key ways I can improve the sales experience for my clients?

A. You need to humanize the sales experience. Once you learn to communicate in ways that relate to and reach they client, you regain your most distinguishing feature - yourself. Shorten your presentations by focusing on the capabilities and solutions you can provide in the client's unique business environment. Learn to listen closely, catch key phrases, and hone in on their needs, not your own sales agenda. Incorporate business terms that are meaningful to the client in your dialogue.

Q. Do you think the first meeting with a prospective client should be a fact-finding interview?

A. That is one way of thinking about it. Keep in mind clients don't consider your products and services just for the heck of it. They either have a problem they need to fix or a result that must be achieved. The salesperson's job is to use questions to uncover their business challenges and concerns. The goal in the first meeting is to set the foundation to build a relationship.

Q. When I'm presenting my high tech solution, how do I position it to come across persuasively so that the customer wants to purchase it?

A. Don't simply explain what your product does and how it works. Present the value it brings to their business. For example, most salespeople would sell a high-speed internet connection that claims to be x times faster, rather than selling a solution that allows the client to process orders at a higher rate resulting in increased revenues. Demonstrate the benefits by linking back to how it will solve problems and achieve results.

Amy Fox has designed and delivered sales training for Fortune 500 telecommunications and technology firms for companies such as Global Crossing Telecommunications, Cincinnati Bell, and Trivantis. Ms. Fox has taught M.B. A. courses at Xavier University on creating a coaching culture. Amy Fox founded Accelerated Business Results in 2003.

Humanize the Sales Process

Creating Customer Value In Your Proposals

The Problem with Advertising

So You Got The Sale, Now What?

How To Write A Solution–Savvy Sales Letter to To Get Clients

How to Gain and Retain More Customers

About Niches

Direct2Client

IP Ad Websender – The Ultimate Promotion Tool

Photo Re–Sizer



This Free E–Book has been brought to you by Natural–Aging.com.

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