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Dropped Jaw Syndrome, Your Fastest, Most Reliable Market Test

By Dr. Lynella Grant

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Business owners should be more like doctors.

Forget selling and start asking your customers where they hurt. Broken leg? Ulcer? Empty wallet?

Don't sell, diagnose. And what are you as a doctor looking for? Well, of course: that ever-illusive, yet ever-profitable disease called Dropped Jaw Syndrome.

OK, it may not be in any medical book. But Dropped Jaw Syndrome, however rare, is known to anyone who's ever tried to sell something. The customer walks into your store, listens to your pitch and falls into an awestruck trance. "I'll take three of them."

Joking aside, the dropped jaw, or at least its symptoms, are the fuel behind every sale. When a customer is persuaded to buy, their reaction isn't logical. You've connected with the part of their brain that decides if you and your product are believable, the limbic system. Sure, you still need to persuade with facts, but logic is a distant second to their desire to buy, their reflexive dropping jaw.

Diagnosing Dropped Jaw

The key is finding the dropped jaw, tracking the symptoms back to their source. But it's there. And it's quite easy to find once you stop thinking about your product for a moment and focus on the customer... I mean, patient.

Don't believe me? Well, put on a white coat, hang a stethoscope around your neck and do some market tests of your own. But this is a test you have to do face to face. Forget the demographic studies, sales plans and benchmark reports, and get in front of a customer.

Now, take his temperature, make your pitch. And follow it through the customer's reaction.

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Did his jaw drop? Hmm. You must have done something wrong. Try again, but listen like a doctor searching for a heart murmur. Ask a question, offer information, and then hear the subtleties of his response. And when you're diagnosing a customer, instead of trying to sell your product, something changes.

You become more attuned to the subtle dropped jaw and related body language. And you ask more accurate questions. You notice which of the claims and benefits penetrate the customer's protective indifference, sparking real interest. Of course, most salespeople already do this to a degree, but it must be done intentionally, consciously.

The true advantage of Dropped Jaw Syndrome comes from changing your role for a moment, from selling and telling to assessing what customers want, even when they can't say it in words. Demand that you live up to their desires. Because if you're not dropping jaws, you're in danger of falling behind

the competition. Worse, you're probably overlooking your company's uniqueness.

Diagnosing Your Pitch

In searching for dropped-jaw reactions, some companies have made unbelievable claims central to their promotions. We've all seen the TV commercials where "Crazy Joe" says he's so insane he's practically giving away the furniture in his store.

Better are claims that are striking and stand out from the competition, but don't over-promise. Consider "Have it your way" (Burger King) or "It takes a licking and keeps on ticking" (Timex). In establishing your own unique proposition, the dropped jaw test is quick and reliable.

Customers, whether they know it or not, are very good at distinguishing between businesses they trust and those they don't. Let them tell you how you're doing.

Building Customer Confidence

I discovered the Dropped Jaw Syndrome years ago. It started with my claim that I can assess the health of a business by looking only at its business card. And when I would point out the subtle messages on their cards, most of them unintended, people's jaws would drop.

The value of the dropped jaw test is the perspective it imparts. By listening to the customer or putting yourself in her shoes, you're more likely to notice the "small potatoes" signals you're sending. Such telltale signs aren't based on the business size or age. But once you recognize them they can be easily repaired.

As you play doctor, it's your job to notice what hurts the customer and cure it. When you find ways to make your customers jaws drop, you'll take their pain away. And that will make your business a healthy one.

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Dr. Lynella Grant is an expert on the signals that make up the body language of a business. Author of The Business Card Book and Stop Looking Like Small Potatoes. Visit

Off the Page Press (719) 395–9450

What To Expect From A Home Pregnancy Test

By Sarah Mitchell

A home pregnancy test is a quick and efficient way of finding out if you're pregnant. They have a high accuracy rate (about 97%) and are available from most drugstores. If you are unsure how a pregnancy test works, read on!

How does a home test work?

When a woman is pregnant, she starts developing a hormone called HCG. Basically, these tests measure the amount of this hormone in your urine. Home pregnancy tests vary in sensitivity so depending on the one you have purchased, some may detect pregnancy earlier on than others. If you are unsure to this, read the instruction or back of packs and they should be able to tell you how sensitive that particular home test is.

When to take a pregnancy test

There is no one answer as to when to take a pregnancy test. Again, this is dependent on the particular brand of pregnancy test you purchase. Some tests state they are able to detect pregnancy as early as six days after ovulation but the most accurate tests are those that detect pregnancy about 14 days after ovulation. For most women, this falls mid–way through their ovulation cycle. Even if your menstrual cycle is very regular, it is safest to wait at least a week after your period was last due before taking a pregnancy test. This ensures the most accuracy.

How accurate are home pregnancy tests?

Research suggests that pregnancy tests are about 97% accurate. Although false positives can occur, this is very rare. As long as you follow the given instructions, these tests should give you a reliable result. Taking a test before your period is due is not recommended. As aforementioned, for the most reliable results, it is best to take a test after your last period is due. Negative tests which later on turn out to be positive are generally not due to the product being faulty or unreliable, but rather, the test was probably taken too early. Of course the most accurate way to find out whether you're pregnant is to see a doctor.

Should I take a home pregnancy test?

If your period is late or if you are suffering from possible morning sickness and sore breasts, more than

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likely you are pregnant. Before taking the next big step in seeing a doctor, taking a home test is a great alternative. If your period is late, this means that you are already post-ovulation and this is the best time to take a test.

Remember that whilst the pregnancy test is very reliable, it is customary to go see a doctor to confirm the results and to wait the 3 month safety period before announcing the news.

Article written by Sarah Mitchell of NamesToBe.com (

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