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The Art of Reading Your Buyer's Mind

By Kris Mills

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Wouldn't it be fantastic if you had a crystal ball and you could read your prospects' minds you knew what they were thinking when you were making your sales presentation. You knew why there were considering the product in the first place. You knew what they thought about your product in comparison with others. You knew what questions and objections were going through their mind.

In a face-to-face sales presentation you have the ability to gauge their body language and to ask feedback. With direct mail you simply don't have that luxury.

So, how do you know what they're thinking? And how do you write copy that addresses their questions and turns those objections into buying signals?

This is what I do.

After going through a special process where I put myself in the buyer's shoes and research the products' offerings along with what the competition is offering, I'll then say to myself, "If I was in the market for xyz product what additional information do I need and what would prevent me from buying it?"

I'll then write down a list of questions and address each of these questions in order of priority throughout the communications piece.

Here are some typical questions that I will address when writing copy that sells B-2-B services?

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1. My situation/business is unique, do you have the experience and/or intelligence to deliver a solution that meets my unique needs?
2. Do you understand my industry?
3. Do you understand my clients?
4. Do you have the track record to make me feel confident that they will generate results for me?
5. Are you well-versed regarding the most cutting-edge techniques
6. I've always performed this service internally, why should I outsource now?
7. How can an external company understand my business as well as I do?
8. What do your clients think about you?
9. The competitors are cheaper so why should I go with you?
10. Are your services appropriate for my size of business or my level of expertise?
11. I'm not the biggest fish in the sea, so how do I know that you won't treat me like a number?
12. Your competitors have been around a lot longer so why should I go with you?
13. I've always done okay doing what I'm doing, why should I change tack and use your type of service now?
14. Am I confident that you have my best interests at heart?
15. How do I know you can you deliver to meet my time frames?
16. How do I know that you will deliver what you promise?
17. Am I getting value for money?
18. Will you help me to implement their ideas or will I be left to fend for myself?

19. What proof do you have that it works?
20. What happens if I don't have the time to implement the ideas?
21. What if your advice or instructions are hard to follow?
22. Are your payment terms easy to swallow?
23. Will I get quick responses to my requests?
24. What is your past track record like?
25. Do I like your company?
26. Do I like the person writing me this letter?
27. What happens if your solutions don't work? Will I be left high and dry?
28. Will I get ripped off?
29. What does the process involve?
30. How long will it take?

I'm sure you can add to this list and tailor it to your particular business, but the point of the exercise is to understand the potential negatives and address them in your communications piece.

By effectively nullifying those objections, you're removing the barriers to doing business with you which means your responses will increase dramatically.

So – grab your proposal templates and your standard direct mail pieces and marketing collateral and talk to your sales people to find out ALL the most common objections you face.

In an information package, the most common way to handle objections is via a "Frequently Asked Questions" document. The question addresses the objection (naturally) and the answer portion addresses that objection in a positive manner that presumes the prospect will buy.

Incidentally, a trick I use to maximise the effectiveness of FAQ documents is to include questions that relate to the purchasing process. By doing this, you're presuming they will buy and you're helping them picture themselves buying. Questions like "How do I pay?" and "When will I receive

my product?"

Each of these questions play an important role in helping you step into your buyer's shoes. Address each of the major ones in your copy and you'll find your responses incread dramatically.

Happy writing!

Kris MillsKris Mills of Words that Sell is an experienced copywriting and directmarketing professional and is also the author of "How to Create a SalesExplosion With Every Ad You Write" (visit<http://www.synergie.com.au/explosion.htm>)

Homes For Sale and Remorse For Free

By Neoli Marcos

It's like this: You buy a house for a price, and they thrown in buyer's remorse for free.

I'm not sure about you, but just within seconds of buying, say a pair of shoes or an ice cream, I regret the decision and wish I'd spent the money on something wiser (i.e., a book). Of course, I'm just being hard on myself.

But when we think about really big purchases, such as that dream house that cost you sweat and blood, that perfect real estate you've been searching for so long and which you thought was just fiction—when you think about it, then it's perfectly normal to let "buyer's remorse" set in you. After all, you want only the best home for you, and you want to be sure you made the best decision.

Even if you've planned ahead, visited a hundred homes to choose from, and created the most comprehensive pros and cons list, buyer's remorse is sure to come. And it's a healthy reaction. Doubt makes you double-check things, and that's good because there might really be something awry about your new home you overlooked.

1. If the house reveals more repair issues than you're willing to take on;
2. If there are problems with the deed;
3. If the house doesn't appraise at a price at or above the contract;
4. If you're short in finances;

Then your buyer's remorse may be valid. If you can still legally back out of the contract, that's fine. It just means the house wasn't meant for you, and the search starts all over again.

But let's put it this way too. Once you've eliminated all the possible culprits of your remorse, and decided the house is just fine and it's just you—start falling in love with your house again. Remember

all the good qualities that made you stand out in the first place. Then, consider all the laughs and milestones you and your family will share there. Sure, the uncertainty of newness is scary, but love and ice cream will get you through.

Neoli write articles and press releases for

– this piece he made served as

an article exclusive for

– which offers a comprehensive list of office &

commercial real estates, homes for rent or sell and an apartment finder to thousands of properties in Australia.



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