

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!

Turning Problems Into Profits And Solutions Into Sales

By Noel Peebles

Turning Problems Into Profits And Solutions Into Sales by Noel Peebles

TURNING PROBLEMS INTO PROFITS
AND SOLUTIONS INTO SALES!

By Noel Peebles

People don't buy products or services – they buy solutions to problems.
They buy what those products or services will do for them.

People don't want you to sell them something. They want you to solve a
problem. That's why I say – don't sell products, solve problems!

"Solve what?" you may ask.

For instance, solve their problem of:

- Not having enough money
- Looking old
- Being overweight
- Having dry skin
- Not being loved
- Or solve their fear of being burgled or mugged

When you think about it, solving these types of problems could mean
big profits for you. Once you've identified a problem, the trick then
is to find ways to solve the problem easily, painlessly, quickly and cheaply.

And think about this too. People will exchange their hard-earned cash
when and where they feel good. When they buy solutions to their problems,
what they're buying is the expectation of feeling good. It's because, they

know they've made the right decision.

That's all very well, but how does that relate to a product or service you may already be marketing?

Simple! The secret is to turn product (or service) features into problem-solving benefits. That's a sure way to increase your sales.

Here are some examples of what I mean:

§ People don't buy airline tickets...they're buying the quickest way to get from LA to Denver.

§ People don't buy perfume. They're buying love and affection.

§ They don't buy ice cream. They're buying cool, tasty, indulgence.

§ They don't buy books. They're buying information, guidance, help and entertainment.

§ And people don't buy a business opportunity. They're buying an end to their financial worries.

§ They don't buy a lottery ticket. They're buying hope.

§ Parents don't buy toys. They're buying peace and quiet.

As I said at the start: people don't buy products or services – they buy solutions to problems. They buy what those products or services will do for them.

§ They don't buy a drill. They're buying holes. Because that's what a drill will do for them.

§ They don't buy insurance. They're buying peace of mind.

So, what does all this mean?

It means, listening to your customer to discover their basic problem. It means learning why your customer needs, or wants, your product or service. Get to know their fears, frustrations and desires!

By doing this, you'll be on your way to becoming a "problem solver", and your customers will see you as that... rather than just a pushy sales person.

You see, people hate to be sold...but they love to buy.

So stop selling! Instead, think to yourself "what does this person really want, and how can I solve their problem?"

It's really very simple. If you can solve a problem for your customer, you'll make the sale. And, by doing that, you'll be solving your problems too!

© Noel Peebles. Market Leaders Limited.

<http://www.instantsellbusiness.com>

<http://www.instantsellhome.com>

NOTE: The following information must be included if you reprint this article:

Get Your 100% FREE mini-course "17 Powerful Secrets That Have Made Business Owners Into Millionaires."

100% FREE! Simply send a blank email to:

instantsellbusiness@ReportsNetwork.com

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

By Brian Konradt

Too many sales letters are shaped into paper airplanes and flown into trash cans because freelancers write sales letters that sell their services. These freelancers have never listened to the quietly-whispered secret that says their sales letters should sell solutions, not services, to yield the best results.

Solutions are jewels; they shimmer in sales pieces.

Prospects will peruse your sales letter if they discover you have a solution (or solutions) to their existing or future problem or problems.

To write a "solution-savvy" sales letter follow the copywriter's adage: write "client-centered" copy. Zero in on the prospect, his business, his needs, his problems. Then pitch yourself as the freelancer who can fulfill his needs and solve his problems. Crown your claims with clients whom you've worked for and specific results you've achieved on solving similar problems.

Here are four softly-whispered secrets to write a solution-savvy sales letter:

· SECRET #1: FOCUS ON THE CLIENT'S NEED OR PROBLEM.

As a freelancer writing for this client's business and industry, you should know the type of needs and problems the client faces regularly — or could face in the future. Zero in on a specific need or problem that is hurting the client's profitability or productivity. (Note: prospects are more motivated to contact you if you pitch yourself as a freelancer who has a solution to a present problem, rather than a future or potential problem).

· SECRET #2: FOCUS ON THE BENEFITS OF SOLVING THE PROBLEM OR MEETING THE NEED.

Tell the prospect what he and his business can gain if his problem is solved. Usually, it means an increase in profitability or productivity. Maybe both. Also stress the possible consequences of not taking action now to solve this problem.

· SECRET #3: WHAT IS THE SOLUTION?

Here is where you present your solution. First, describe the service you are recommending. A press kit? Direct mail package? A series of ads?

— Tie it into the client's needs. The client may have a new product to promote; he needs a low-cost marketing method that will produce lucrative results.

— Stress your uniqueness to undertake this task. Why you — and not someone else? What

qualifications do you brandish and what type of specific results have you achieved for similar businesses with the same type of problem?

— Offer secondary solutions that also may work to solve the client's problem. These secondary solutions also may be alternatives that the client's competition is using; if this is the case, point out their weaknesses and emphasize why your primary solution is better.

· SECRET #4: THE "CLIENT-CENTERED" CONSUMMATION.

The closing of your sales letter should show the client that the benefits predictably outweigh the costs. If the client is investing \$6,000 for you to write a DM package, the client doesn't just get a DM package; he receives exposure for his new product, generates new leads and sales, targets specific segments of his market, increases his company's profit, etc.

Secondly, recommend a call-for-action schedule. Tell the client when you're available, how long the project will take, and when he can expect it by.

Here's a list of common solutions that clients often seek.

Your solution is the: least expensive best value most reliable most advanced Your solution offers:

the most flexibility the highest return for the client's investment the highest quality the most competent controls to measure results Your solution saves time Your solution will produce the highest customer/client satisfaction Your solution eliminates or automates the most labor-intensive operations Your solution profits on new or emerging trends

© B. Konradt

Brian Konradt is a former freelance copywriter and graphic designer, and founder of

(

), a free web site to help writers master the

business and creative sides of freelance writing.

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

Knowing Your Market ~ The Key to Good Sales Copy

Improving Communications with Your Customers While Creating Sustainable Profits

How To Turn Little Problems Into Massive Opportunities And Profits

Say It Like You Mean It!

Profitable Crafts Vol 3

30 Powerful Business eBooks

Blog In A Box

The HTML Security Report

Vegetarian Recipe Book



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!