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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!

What Are You Really Selling?

By Mike Delaney

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What are you selling? The answer to that simple question must be deeply ingrained if you are to succeed. But the answer is not as simple as it appears.

If your answer named an item, such as "light bulbs", your light bulb company will soon perish. If you named a service, such as "employee anti-shoplifting training", your time as a consultant is short-lived.

Light bulbs and employee training are the products you provide. If you are to be successful, the product cannot be what you sell to potential customers. What does your product provide to the customer?

In other words, if you are an anti-shoplifting trainer, what benefit does your service provide for the particular customer to whom you are selling?

"Oh, I get it ..." you might think, "I'm not selling employee anti-shoplifting training, I'm selling the educated staff that the training produces. Very clever gimmick, Mr. Delaney."

Now you are thinking along the right line, but that is still not what you are really selling. While employees who are educated about theft are, indeed, a result of your training, there are thousands of employees working for companies, other than your customer's, with that same advantage. Does this particular customer derive

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any benefit from those employees? No. How will this particular customer benefit from the training you can provide?

By training this client's employees, you provide the client with educated employees. As a result of having a staff of shoplifter-aware employees, shoplifting in the store is reduced, resulting in what? It results in greater profits for the customer. That increase in profitability for the customer's business is what you are really selling.

The most important client question that your presentation must definitively address is "what's in it for me?" or, "why do I need what you are selling?" Continue digging deeper into your answer to "what are you selling?" until the your response also answers the customer's most important question. If your are to be successful, *that* is what you are selling.

So, if your product is a light bulb, and a feature of the light bulb is that it provides light, what's in it for the customer? What are you really selling? You are selling the customer the opportunity to see clearly.

So again I ask: what are you really selling?

Ask Mr. D – ECommerce Sales

By Bill Daugherty

Ask Mr. D – ECommerce Sales by Bill Daugherty

Dear Mr. D,

After spending about a year as an affiliate for other companies, I have come up with my own product.

My product is similar to one that I was selling as an affiliate. I made real good money selling this product as an affiliate, but my product, which I think is superior to that one, is not

selling hardly at all.

My price is the same and I am getting a lot of traffic, but as I said, very few sales. Can you please take a look at my website and see if I have a problem there? Something is wrong.

Signed,

No Sales

Dear No Sales,

There is an old adage in sales, don't sell the steak – sell the sizzle.

Your site does a good job of describing your product. That is what's meant by selling the steak. But, it falls short on selling the benefits a buyer will gain by using your product. That is called selling the sizzle.

People are not interested in your product or service per se, they are only interested in what the product or service will do for them. How will they benefit from using your

product or service.

You need to rewrite your sales copy to let your visitors know how they will benefit from buying and using your product. Paint them a verbal picture of how they will be better off once they have that product.

You said you had done well selling this type of product as an affiliate. I suggest you take a look at that website to see how they do it. I'm not suggesting you copy their site, but just get a few ideas.

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I wish you the best.

Signed,

Mr. D

Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freeadsgalore.com>



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