

The answer to this question can help you sell and market with laser focus

If I were to visit ten of your customers and asked them what they thought of you what would they say? If I were to ask them the main reason they do business with you, what would that main reason be? The answer is important to know.

Focus is one of the most important things in both sales and marketing. If you were a restaurant owner and someone asked you for one good reason to visit your restaurant, the answer would be the basis for all your marketing. A complicated response will just give your potential customer another problem to sort out. Your customer does not want more to think about, they want less.

The same concept is true for sales people. If you have a really good reason why your customers should buy from you, and let them know about it on every call, your professional image will go up. As you are planning your week be sure to have a good reason for calling on each customer.

The best reason you can give is to let your customer know that your main objective is helping them become more successful and to make more money. You are not selling simply products; you are selling additional profits, bigger check sizes, increased customer count, lower labor costs, lower product cost, etc. Many sales people use the shotgun approach trying to describe everything their company does. This is necessary at times in order to educate people as to why your company is there. It should be periodically worked into your presentations but it should never be relied on to sell products week after week.

In some instances you might want to sell the idea first and the product second. The travel business is a good example of this. They always sell the idea of travel, not necessarily the cramped six hour plane ride you have to take to get there.

Bring something new to your customers every week; it doesn't necessarily have to be a new product, only new to them. Another approach used by many successful sales people is to accent something unique about the business or your proposition. No matter how ordinary a business may seem there is always something special about it. When making your sales presentation you have to look for "points of difference" that will set you apart and attract attention at the same time.

In marketing the word "new" is used over and over again to attract attention. They are always telling about a "new ingredient" or the product is "new and improved" or it is now in a "new size".

Bringing something new to your customers week after week will show them that you are interested in their business by keeping them informed of all the things that are available.

One caution about the words new and free. They have been incorrectly used in email marketing and they are considered spam, however, they still work in selling and marketing.