

What one crucial moment during the sales process determines the life or death of the sale?

Are you a headline reader? If not it might be a good hobby. Pick up the newspaper and pay close attention to the headlines. Which ones grab you and make you want to continue reading? Which ones do you pass over and why? Do you know that the folks in Hollywood will pay as much as one million dollars for a one word title if they think it is the right one. That proves the value of the headlines we use to sell our products and services.

What you do or say in that first minute of your sales presentation is more important than any other step in the sale.

Turn and point to any person within range of your vision right now. That individual is dominated for the time being with a particular ATTITUDE. This attitude is controlling their entire personality. It is coloring their mental and emotional life. They see you through this attitude. Anything you say to them must be sifted through the screen of this fixed ATTITUDE before you can get a spark of interest in what you are talking about.

I don't think I exaggerate when I say that ninety percent of the sales you lose are mishandled in the first crucial moment. When you or I face the prospect ready to speak our first sentence we find ourselves squarely up against an attitude as closed as a barn door.

What we do or say in that first sentence is more important than any other step in the sale . . . because we can't possibly sell a person who continues to retain the attitude they had before we came in.

What can we do on every call which will swing the prospects attitude so they will listen with inter-

est to what we have to say? It's this original attitude which licks more conscientious, hard-working sales people than all of the objections in the book.

You must have an opener which breaks through that attitude and provoke the prospect to say, "Sure, I'll listen to what you have to say with an open mind. Come on in and tell your story."

This is the first step in the "AIDA" system for designing a sales presentation or writing a sales letter.

A = Attention. You first must get the prospects attention with a strong statement or headline.

I = Interest. Once you have their attention you must convert it to interest. This is where you use a powerful testimonial or some relevant facts that will impact their business.

D = Details or Desire. In a sales presentation or sales letter this is where you give the details of what you are selling with the goal of arousing a desire in the prospects mind strong enough to make them want to have what you are selling.

A = Action. Here is the point that you ask them to buy.

Another way to look at this first minute is the 3 - 3 - 30 system.

You have 3 seconds to get their attention, 3 seconds to establish relevancy and 30 seconds to tell your story.