

The importance of understanding the different between selling on specifics and selling on generalities.

What statement sounds better to you? Folks who go through the 90 day program greatly increase their sales. Folks who go through the 90 day program increase sales 27 percent. The first statement is general. The second is focused on a specific. This lesson will give you some specific examples.

Focus is one of the most important things in both sales and marketing. The best thing you can focus on is to let your customer know that your main objective is helping them become more successful and to make more money.

Your focus should not be only on products or services. Your focus should be on results such as additional profits, bigger invoice or order sizes, additional customers, lower operating expenses, lower product cost, etc.

Don't make the mistake of using the shotgun approach trying to describe everything your company does. This is necessary at times in order to educate your customers, however, it should never be relied on to sell products week after week. In some instances you might want to focus on the results first and the product second. The travel business is a good example of this. They always focus the results of travel, like the walk on the beach in mid January, or sitting on a lounge chair overlooking the tropical island, not necessarily the cramped six-hour plane ride you have to take to get there and the hours you have to spend standing in the airport security line.

Try focusing on something new. It doesn't nec-

essarily have to be a new product, only new to them. In marketing the word "new" is used over and over again to attract attention. They are always telling about a "new ingredient" or how 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.

There is an old saying about the importance of focus and being specific: "One specific is worth a hundred generalities. Don't say "This will increase sales". Say "If you sell just 100 of these per week your profit will be over \$12,000 per year". Don't say "This will lower your labor cost". Instead say "This will save you four hours per day in labor cost which will amount to over \$7,000 per year in total savings."

The same is true when talking about percentages. The more you can tie it to a dollar amount the more receptive the customer will be. Don't say "This could lower your food cost by one percent". Instead say "this could lower your food cost by at least \$10,000 per year, which is a full percentage point".

The same is also true when giving a compliment to your customer. If you can notice something specific that has been improved since your last visit it will have much more impact.

When buying products, customers don't generalize, they think in specifics. The next time you introduce a new product to your accounts, focus on the specifics.