

In our last blog, we talked about the need to stop selling your stuff logically.

Too many salespeople get caught up in the features of a product vs the benefits.

The Promise.

Showing a client precisely what the benefits of the product are (in this case, an electric bike), is going to help him achieve what he wants.

Mr Client,

I've got some great news for you.

You can ride this bike, and you will never feel tired.

You will love riding this bike. It *will feel like being a kid again.*

You won't have to worry about it breaking down.

It's easy to go up those hills that you never thought you could do again; your experience will never be the same once you hop on this bike and go for your first ride.

You will be fitter, feel better and have lots of energy. It's a fantastic bike.

This might seem a little over the top, but the message in your promise is to identify a fear or a desire and then tell them what it's going to do for them – it's about creating attention.

In this *sales statement,* you have created desire, and his or her life may never be the same. I know friends that have experienced this state of mind since owning an electric bike.

BUT right there is where the biggest mistake is made, the salesperson has created the desire and then BANG outcomes the close.

It's often too early and does not follow the structure or the process. If you mention the price too soon, you may lose the sale, not all the time, but often.

There are always exceptions.

If the sale is being made off-site in advertising and promotion, then there is a real risk of losing the sale.

So, what do you do?

Create a picture.

You can do this in a couple of ways.

As the desire is met, you might get him or her to see the real picture. You might ask them to think of a place they would like to ride in the city they live in. Get them to imagine doing that,

and paint a picture.

What you are doing for your client is showing what the bike will do for him/her and then getting them to *see* themselves reaping the benefits of your promise.

The next step is proof.

Like in any copywriting lesson, I have learnt proof plays a big part in the sale.

It's often missing from the salespeople I come across, and sales are lost. They simply do not have proof in any form.

I can explain how to do that in the next blog next week.

PLUS: WHENEVER YOU'RE READY…

Here are 4 ways I can help you make more sales in your business – whether your business is big or small.1. Want to become a Sales Mindset Blueprint Member. Every month you get access to an exclusive coaching session with me and full access to my sales programme. Get the deets here.
Try the new '7 Days to Sales Success' framework. Make more sales in 7 days. The framework of everything you need to get started making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. Click here to learn how you can grow your business by making more sales.
Join our private Facebook group – The Sales Mindset Inner Circle. Get all the latest up to date sales ideas. Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here
Work with me one-on-one. If you're a business owner, small or large or in the professional services you might just be a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 15-minute brainstorm call with me by clicking here.
See you then,

Mike

Cheers,
Mike



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.