

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 exactly 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 are going to 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 an amazing 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 out comes the close.

It's often too early and does not follow the structure, 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 done off-site in advertising and promotion, then there is as 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 seeing the real picture. You might ask them to think of a place they would really like to ride in the city they live. Get them to imagine doing

that, 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 something often missing from the salespeople I come across, and sales are lost as a result. They simply do not have proof in any form.

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

See you then,

Mike

PLUS, whenever you are ready…here are four ways I can help you grow YOUR business.

1. Join my free Facebook group – *Sales Mindset Inner Circle*

My favourite thing to do is show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? Make an appointment, and let me take you through the past, present, and future template.

3. Work with me one-on-one

If you are wanting to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as $250 a

month. If you're interested then email mike@mikebrunel.com and put 'Virtual Selling' in the subject line…tell me a little about your business and I'll get you all the details.

4. Finally, grab my *new* digital book on 'How to get a predictable sales system into your business without coming across as salesy'

Click the link: https://www.salesblueprintbook.com/book

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.