

NEWSLETTER ARTICLE FOR
Consulting business

Increasing Sales

It's all about me – or is it?

You've probably been on the receiving end of a sales talk or promotional piece that focused solely on a company or its products – how great they are, their number of years in business, their awards and on and on. While all the "chest beating" may be true, that approach doesn't do much for sales.

It violates an important principle that is key to both successful sales talks and marketing efforts. People want to be acknowledged and to feel included. They want to know that what's valuable to them also matters to you. The correct sequence is to connect with them before you start talking about yourself or what you are selling.

To put it another way, benefits come before features. Benefits are about the customer – what's important to them and how your service or product relates to them. Features are all about the product and the company that offers them. Whether it's a sales talk or a marketing piece, always begin by addressing the benefits; then bring up the features.

So instead of writing an ad like this one:

"Brand X automobile dealership, proud winner of the Automobile Sales Recognition Award of 2012. We have been serving our city for 25 years. Come test drive our cars."

Take a look at your potential customers. Who are they? What matters to them? How do you talk to them? If they have teenagers who are starting to drive, you may want to write your ad along the lines of:

"So your teenager is getting her first car. She wants something sporty that will really impress. You want one that is safe and reliable. At Brand X, we have the car you can both agree on. Brand X, serving our city for 25 years."