

Marketing Strategy 55: The Importance Of Selling

In today's lesson, we are going to talk about one of the most important skills in business.

Without this skill, it doesn't matter how good your product or service is, you will struggle to succeed.

But with this skill, you can build a successful business even in competitive markets.

You can charge premium prices and you can make more money from every satisfied client.

What is this amazing skill?

Selling.

That's right, selling. But not the type of hard pitches and uncomfortable pressure tactics of used car salesmen.

Instead I want to talk about 'advice-based' selling - becoming an expert advisor whose main goal is to help clients solve their problems.

Let me explain, how it works...

At its core, selling is about showing people that what you offer can make their lives better than everything else they can spend their money on.

The most effective way to achieve that goal is by education...

If someone has a problem or a need... and you can show them that the fastest, easiest and most effective way to solve it is by choosing your service, then they will happily hand over their cash.

For example, many carpet cleaners will say to a client, "Do you want carpet protection?"

Since the client probably has no idea of the benefits and value of carpet protection, there is a good chance they will say no. You haven't educated them about the benefits of carpet protection, so why *would* they want it?

Instead, what you should do is say, *“We noticed that you have quite expensive, premium carpets. Do you want some information about how to protect them so they look like new for longer?”*

If the client is interested in that benefit, they will most likely say yes.

At that point you can explain about carpet protection and benefits. You can describe how the cost is small compared to buying new carpets... and then you can ‘sell’ the client your service.

Do you see what’s happening here?

I hope so, because it could mean the difference between a very successful business and surviving on scraps.

TODAY’S TASK: What Does Your Service Do For Your Clients?

- 1. Choose the most popular service you offer.** If you only offer one service, that’s fine.
- 2. Write out what that service does for clients:** For example, upholstery cleaning cleans upholstery. (Obviously). This is the point where many carpet cleaners stop.
- 3. Next, ask yourself, “What does that mean for clients in relation to their lives as a whole?”** The upholstery cleaning service means that your clients’ upholstery will look like new for longer. This saves them money buying new upholstery and it means they will get compliments about their beautiful furniture from family and friends.
- 4. Now, turn that picture benefit into a question:** “Your upholstery is looking a little worse for wear. Would you like to know how to get it back to its as new appearance so it looks better for longer?”
- 5. Use this question to start the selling conversation with clients.** This is the starting point: If a client is interested, you discuss why your service helps them get this benefit.