

What's in it for *me*?

Three simple steps to increased sales and customer satisfaction

1. Do your homework.

With so much digital information at our fingertips, there's no excuse for not thoroughly researching potential clients before making first contact. If you can't find your specific customer, do a search on their closest competitors. Consider the reasons for their current level of success, as well as ways to build on it. Think like their customers, study their business, study potential markets, and formulate as many intelligent, carefully thought-out answers to the "What's in it for me" question as you can. Don't re-state the obvious. Show that you're an innovator. If you're unable or unwilling to do this, schedule the appointment for another day (or don't schedule it at all).

3. Focus 100% of your efforts on meeting a need.

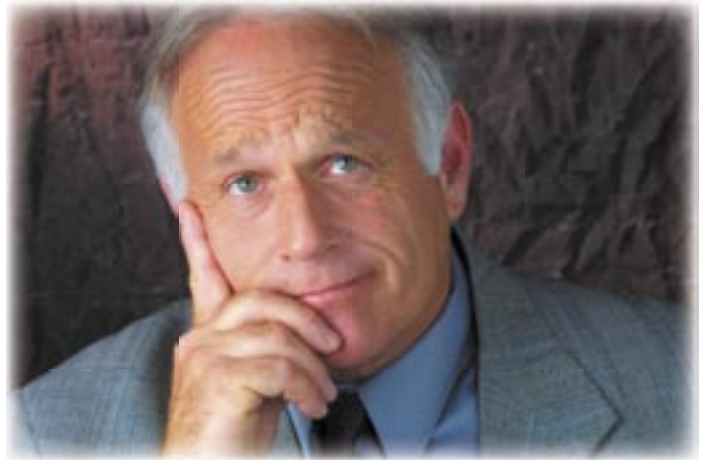
If you can completely and professionally meet just one need of your client, you've already beaten many of your competitors. There's often too much emphasis placed on "closing the sale" without first understanding the nature of the sale itself. Think of yourself as a partner in your customer's ongoing success as opposed to an opponent in a game of chess. You "win" when **your customer** wins. Once you've shown your customer that you can deliver what you've promised, discuss other products and services that can provide value. You're not running a race. You're building a relationship based on trust and integrity. Offer your best, keep your promises, and let the relationship grow at its own pace.

2. Pay close attention to all communication, both verbal and non-verbal.

Throughout the course of the conversation, your client will tell you:

- A. What they expect from you
- B. Their feelings about other vendors they've used
- C. Whether or not they like you personally

You'll receive this information in a mixture of verbal and non-verbal communication. It is critical for you to listen to what's said and respond in a manner that shows your understanding of what's been said.



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