

SELL WHAT PEOPLE WANT TO BUY

Of recent times, I have found one of the major reasons why many business owners are not making sales is that they have not addressed Rule Two of my ***Seven Rules of Enterprise***

It's a deceptively simple but extremely effective marketing strategy:

Sell to the people who really want to buy what you sell.

Sounds obvious, right? But notice that it didn't say the people who *need* what you've got.

There are plenty of "*needies*" around; but if they don't think they need it, you are going to have to spend lots of valuable time, money and energy convincing them they have a need.

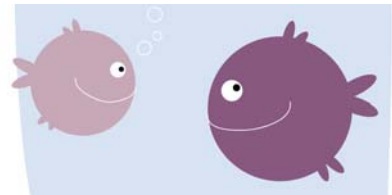
Dentists don't go out on the street walking up to you and say, "Your teeth look horrible. Let's book an appointment". No, when you go to the dentist it's because you have gone past the need stage... you *have a pain ... or you don't want a tooth ache*, and you want help.

It's an easy "sell" for a dentist because you are emotionally hooked; a highly motivated buyer.

Sure, I could coach you or you could read lots of sales books on how to uncover a prospect's true needs and help them understand the consequences of their problems and that you have the best solution (problems they never even knew they had until they started talking to you!).

But why do all this hard work and spend lots of money chasing the elusive?

There may be plenty of fish in the sea; but the point is...



Start with those who are swimming towards you.

That is...

Specifically SELL to PEOPLE who actually WANT your PRODUCTS

THAT'S IT!

SEEK OUT those who WANT ... to BUY ... the SOLUTIONS you offer

This is so simple that I feel that to write a lot more words to convince you would be a waste.

I don't have to. It really *is* that simple. Have a long think about the points this article covers.

If enough sales aren't happening ask why; critically analyse; innovate; adjust; and then do it!

There you go

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