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5 quick tips to lift your sales message

When people are 'talking things down' and are tempted to buy on price, why not lift them up with a stronger sales message? It's all about perception. If you give someone a good enough reason to continue buying, before you know it they might just be talking things up again! So stay A.L.E.R.T.... (This is written with service companies in mind but the tips are equally relevant for product sales.)

Advise them

Three ways: 1. Give away free advice that people will value, use and remember. 2. Highlight the things they need to look for when choosing a supplier to avoid getting their fingers burned. (The obvious choice will be you. ☺) 3. Include useful tips to help the buyer through any perceived 'down turn' - but of course keep talking things up as you do so! Example: A property sales person can provide information to show how property investments perform during and after economic/political blips, and how investing now is the best thing you could do.

Lessen the perceived limitations

Be aware of the buyer's objections and how the buyer views your service in terms of its perceived (not real) limitations. Then turn them into selling points before the buyer has a chance to raise them. Example: If you're a broker (of any kind), you may come up against perceptions that the price for the buyer must be expensive because there are more links in the supply chain. By showing that you offer something highly competitive because you're a broker, you counter the argument.

Empathise like crazy

Acknowledge the issues people face in day-to-day work/life and demonstrate that you appreciate their fears and concerns about buying. Example: A photographer knows that people can feel uneasy in front of a camera and that they may doubt the return they'll get on their investment. She acknowledges their fears and guides them into feeling more relaxed about buying.

Reel people in with an easy response

Instead of asking for a buying decision straight away, ask people to respond to something small: it could be a free give-away, a free competition, a free guide or e-book - something non-threatening. Put a response card on your printed materials or do it over the web. Example: A public speaking trainer could offer people a free taster session before suggesting they sign up for a course.

'Train' people with testimonials

Use your strongest and most impressive testimonial or case study to highlight how valuable you have been to a current customer. Show how, if they hadn't used you and got those results, they could well be in deep doo-doo now! Example: A business coach can help a business through difficult times. Without the coach, the business might not have survived at all.

If you would like help lifting and strengthening your sales message, call Angela Sherman at Content Creation today on 01908 582231 or email angela@content-creation.co.uk now.