

So, why do people really buy, and how can you make sure they'll buy from YOU? Here are a few things that drive customers to buy, and how you can cash in:

1. Prestige -- No matter how they might protest the opposite, many people are primarily driven by a need for prestige. They want a product that makes them feel wealthier, skinnier, or healthier than the guy across the street. They want to be one up on their friends and neighbors. They don't just want something to make their lives easier--they want something that makes them feel happier, richer, and better than most other people. Tell people how your product or service will give them the status they crave.

2. Impulse -- Now here is where your horn-blowing advertising may come in handy. Let your customers know how much your product will help them with _____. Will they have more time? More money? Is your product a really great conversation piece? Impulse buyers are looking to spend money now, so you only have a few minutes to convince them that your product or service will benefit them NOW. Don't just list your features--tell customers (briefly) how they'll instantly benefit from what you're offering.

3. Physical -- Ever wonder why the weight-loss industry makes hundreds of billions of dollars? People have a need to for products that make them look younger, fitter, skinnier, and more vital. The world is a stage, which means that for many of us, it's all about appearances. Cosmetics companies and people like Denise Austin and Richard Simmons have become tremendously wealthy by pointing out that their products will help people look younger, lose weight, and get in shape.

4. Trends -- If everyone else has one, or everyone else is doing it, people naturally want to join the club. In your marketing copy, point out how your prospects may be left out in the cold if they don't buy. Use statistics, testimonials, or unique facts to let customers see that they simply must jump on the bandwagon.

Kevin Nunley is the Net's #1 copy writer. Thousands of businesses have relied on Kevin for quality sales letters, web site copy, ads, and press releases. You get sizzling copy in the style you need, fast service, and affordable prices that are hard to beat. See <http://DrNunley.com> Reach Kevin at <mailto:kevin@drnunley.com> or 603-249-9519.

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ARTICLE III

Value of the Soft Sell

by Kevin Nunley
<http://DrNunley.com>

In recent years we've heard a lot about how much more effective a hard sell can be. The idea is to go after the prospective customer with all the facts, benefits, stories, and attention you can give them. In short, put pressure on the customer to BUY NOW while they are still interested.

The problem with that approach is probably clear to most of you. Even when you walk into a store or visit a site ready to make a purchase, you don't want a sales person putting a lot of pressure on you.

I know many times I'll go into a store looking for a specific item, but when the eager sales person descends on me asking if they can help, I answer "no thanks, just looking." The point is I want to have a little more time--unpressured--to make up my mind.

This same soft sell principle works with Internet marketing and email. I've noticed prospects often buy if I write in an email "we can have your project ready in two days." But sales drop quickly if I rephrase that line to create more pressure: "we can have your project ready in two days IF you order today."

I'm not saying hard selling doesn't work. It often does. But be aware when your prospect wants a softer sell. Be there to provide additional information, but be careful not to add too much pressure.

Kevin Nunley writes both hard sell and soft sell copy for your site, email, or mail marketing. See his popular and affordable copywriting deals at <http://DrNunley.com>. Reach him at kevin@drnunley.com or 603-249-9519.

****Article IV****

The 10 Immutable Laws Of Sales Success

By Len Foley

Law #1: Keep your mouth shut and your ears open.

This is important; for the first few minutes of any sales interaction:

1. Don't talk about yourself.
2. Don't talk about your products.
3. Don't talk about your services.
4. And above all, don't recite your sales pitch!

Obviously, you want to introduce yourself. You want to tell your prospect your name and the purpose of the visit (or phone call, etc.), but what you don't want to do is ramble on about your product or service. (After all, at this point: what could you possibly talk about? You have no idea if what you're offering is of any use to your prospect).

Law #2: Sell with questions, not answers.

Remember this: Nobody cares how great you are until they understand how great you think they are.

Forget about trying to "sell" your product or service and focus instead on why your prospect wants to buy. To do this, you need to get fascinated with your prospect; you need to ask questions (lots and lots of questions) with no hidden agenda or ulterior motives.

Many years ago I was selling CD's at a music festival. It didn't take me long to figure out that it wasn't my job to sell the CD's, it was my job to get the earphones on every person that walked by my booth!

I noticed right away whenever people sensed I was attempting to "sell" them a CD, their walls of defense immediately popped up and they did everything in their power to get as far away from me as they could.

So instead, I made my job about introducing new music to anyone who wanted to put on the earphones. Once they heard the music, they either liked it or they didn't. I

didn't do any "selling" and made more money that week than any other CD hawkers at the festival.

Back then I didn't know anything about sales but I knew enough about human nature to understand that sales resistance is an oxymoron: the act of selling **CREATES** the **RESISTANCE!** Which leads us into the next principle:

Law #3: Pretend you're on a first date with your prospect.

I'm sure you've experienced it a hundred times. You walk into a store and the clerk says: "May I help you?" and how did you respond? "No thanks, just looking." It's as if the response were genetically embedded into your DNA. It's a survival response. Like blocking your face when you see a Frisbee hurling towards your head.

When you learn what you're really selling and stop trying to convince or persuade your customers into doing something they may or may not want to do: you'll see your customers trusting you as a valued advisor and wanting to do more business with you as a result.

And how do you do this?

Get curious about your prospects. Ask about the other products or services they're already using. Are they happy? Is it too expensive, not reliable enough? Find out what they really want. If not from you, then perhaps from someone you could recommend. (Note: you're not conducting an impersonal survey here; in other words, don't ask questions for the sake of asking them, ask instead, things that you're really curious about).

Law #4: Speak to your prospect like you speak to your family or friends.

There is never any time that you should switch into the "sales mode" with ham-handed persuasion clichés and tag lines.

Affected speech patterns, exaggerated tones, and slow, hypnotic sounding "sales inductions" are never acceptable in today's professional selling environments.

Speak normally, (and of course, appropriately) like you would when you're around your friends and loved ones.

Law #5: Pay close attention to what your prospect isn't saying.

Is your prospect rushed? Does he or she seem agitated or upset? If so, ask: "Is this a good time to talk? If it's not, perhaps we can meet another day." Most sales people are so concerned with what they're going to say next that they forget that there's another human being involved in the conversation.

Law #6: If you're asked a question, answer it briefly and then move on.

Remember: this isn't about you; it's about whether you're right for them.

Law #7: Only after you've correctly assessed the needs of your prospect (meaning: you've gotten over to their side of the world) do you mention anything about what you're offering.

I knew a guy who pitched a mannequin (I'm not kidding)! He was so stuck in his own automated, habitual mode; he never bothered to notice that his prospect wasn't breathing. Don't get caught in this trap. Know whom you're speaking with before figuring out what it is you want to say.

Law #8: Refrain from delivering the three-hour product seminar.

Don't ramble on and on about things that have no bearing on anything your prospect has said. Pick a handful of things you think could help with your prospect's particular situation and tell him about it. (And if possible, reiterate the benefits in his own words, not yours).

Law #9: Ask the prospect if there are any barriers to them taking the next logical step?

After having gone through the first eight steps, you should have a good understanding of your prospects needs in relation to your product or service. Knowing this, and having established a mutual feeling of trust and rapport, you are now ready to bridge the gap between your prospect's needs and what it is you're offering. You're now ready for:

Law #10: Invite your prospect to take some kind of action.

This principle obliterates the need for any "closing techniques" because the ball is placed on the prospect's court. A "sales close" keeps the ball in your court and all the focus on you: the salesperson. You don't want the focus on you. You don't want the prospect to be reminded that he or

she is dealing with a "salesperson." You're not a "salesperson," you're a human being offering a particular product or service.

For more information on effortlessly convert 25-30% more prospects into PAYING CUSTOMERS, check out Len Foley's new book: Sales Without the Sucker Punch! <http://www.21stCenturySalesTraining.com>

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