



NEWS

Love what I do? Then tell me what's wrong with it.

When you pitch to a prospective client you don't tell them what's wrong with your product, do you? Well, not exactly. This example that I'm sharing has come up a few times recently in executive coaching sessions with a few different clients. It's based in the principle that people buy from people - or businesses - that they trust. The common link between the clients is that they are in the process of winning business. If that sounds like you, read on.

Here is a simple process that not only underlines how good your product - or service - is, it also gives you a chance to be brave, be criticised and still look good. You already know how to sell (the virtues) of what you do, i.e. how it will benefit the listener (*aka* the buyer). Once you've done that and answered a few questions on cost, quantity, durability, etc., next comes to easy bit. Ask your audience what they like about your offering. Their responses underline what is important about the product to them, the customer. All good consumer insight so far. Next, the tough bit. Ask your audience what they don't like about your offer. What you uncover in their responses are their hidden objections. And you've just asked for them?! That takes *cojones*! Get them out in the open. Now you have something to work with. Clients will appreciate your honest approach. Then 'here comes the hammer'. Turn it 180' and ask them to come up with the solution. By asking 'What would you like to see happen that would remove [the concern] it?', your prospective clients show you what to do to make this the perfect product for them.

Be brave, try it. When my clients use this technique, their conversion rate improves - as does their confidence.

Thanks

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