

“Outperform 97% of salesmen with this technique”

It's way easier than you might think, you see, all you have to do is change the approach you are giving your advertising and the way you are selling your product/service. Once you implement this into your marketing, you'll start to see the results and you'll thank me for it, you're welcome in advance.

Let's cover your current selling strategy, you have that top quality product or service, it is ideal, ¿who wouldn't want it? The answer is almost nobody...unless you are selling it in the right way.

¿How do I sell “the right way”?”

Here's what you are most likely doing, and don't take this personal, this is what most salesmen tend to do, and it is also exactly why you are about to outperform them all:

They have what they want to sell, they look into its qualities and weaknesses, and they design a selling angle based on these key components.

Focus on the good stuff and exaggerate it, leave the bad parts, if there are any, on the side, try to cover them up with something if possible.

It's all product/service focused. A very traditional way of selling, trying to make your product look better than the competitor's, hoping that people will choose yours over theirs.

But it turns out there is a better way of approaching your sales, regardless of what you are trying to get people to buy.

“The NEED beats your product, everytime”

It's not about what you sell, it's about making people need it. You need to set up your advertising in a way that you sell your audience the need for whatever you offer.

Think about it this way, let's use razors as an example. If you are a man and you buy razors it's most likely than you do so to, you guessed it, get rid of hair. Not because you love razors, I mean some people might, sure. But that's, hopefully, a very reduced number of people.

Sticking to this example, let's compare the angles mentioned:

Product based: "Top quality razors guaranteed to endure 30 days of shaving any hair with a smooth feeling, with anti-injury structuring and a comfortable grip, buy yours right now."

Now name a single competitor who isn't going to be saying pretty much the same thing, none.

Here is a different approach, but selling the need:

"Increase your chances of landing your next job interview by 83%, and your chances of a successful date by 68%, all you need is a well-done clean shave, statistics don't lie, buy now."

Same product, different angle, totally different results. I guarantee you the second ad will beat the first one any day. Because the second ad creates a NEED for the product, without it you probably won't get that job, get that date.

By changing the way you design the selling angle for your advertising and experimenting with this approach, you'll get better and better at selling the need, which will get you to boost the response of your ads and get you to outperform your competitors every time.