

The Secret to Dramatically Increase Sales as a Business Owner

Selling is easier than you think. It's normal to feel confused by various tactics and strategies. Like every business owner, you want to increase your sales; I completely understand you.

However, the bombardment of information on this subject makes it difficult to notice even your small mistakes.

The good news is that by the end of this article, you will understand exactly what you need to do.

Forget all the complex strategies and tactics.

All you need to do is...

...sell the need.

A friend gave me a painting as a gift, and I have to hang it on the wall, (if it's their first canvas, probably I don't want to hang it).

I need to drill a hole in the wall.

You sell drills.

I walked into your store,

"Hello, I need a drill. Can you help me?"

No one buys a drill because they need a drill. (Let's exclude professionals)

What I actually need is a hole in my wall.

And you are not selling me a drill, but a hole in the wall.

What you need to do is very simple.

Identify the problem area and highlight the benefits and the solution.

Let's take the example of the tech company with a blue logo in our country.

You want to buy a computer. While you're looking around, the employee with eyeglasses (wearing a goatee beard ofc) approaches you and asks if he can help.

You tell him you're looking for a computer, and he starts explaining:

"Buy this. It has KatZolyOn mEgaBayT ThEraBayT MegadiYon Tiyon and NoriyonRon"

Basically, he tried to sell it with its features, as everyone else does.

Instead, if he had asked questions to understand you first and then realized your needs,

“Yes, I understand, this computer is ideal for running the programs you need. Plus, its battery lasts long, so you won’t have to live next to a socket...”

If he had taken such an approach to understanding my problems and talked about the benefits, it would have been easier for both of us.

Instead of confusing me and making me give up, he could have made the sale very easily.

A more familiar example from our country:

They constantly make a fruit famous on TV by calling it the MIRACLE FRUIT.

They explain the benefits of the fruit. “MIRACLE FRUIT” strengthens the immune system, is effective in fighting cancer, activates the kidneys, helps with constipation, etc. There are countless health benefits of eating MIRACLE FRUIT.

By explaining these benefits to the customers, they emphasize the need for MIRACLE FRUIT.

Everyone starts buying that fruit like crazy.

“Avocado, known as a single-seeded drupe in the Lauraceae family, supports metabolic homeostasis with its bioactive elements rich in polyphenolic compounds and high-density lipoproteins (HDL), inhibiting the formation of atherosclerotic lesions and improving serum lipid profiles. These mechanisms play a critical role in reducing the risk of coronary artery disease by increasing antioxidant capacity and eliminating free radicals.”

Is different from saying,

“Avocado is a fruit rich in good fats and fibers. These good fats protect our heart, reducing the risk of heart disease. The fibers regulate our digestive system and keep us full for longer. It supports weight loss.”

Sell the Need.

You should sell the need and the outcome, and focus on the benefits the product will provide to your customer, not its features.

Let's consider coffee shops. Almost all of them try to compete either on pricing or by claiming their coffee is the best, saying they are a boutique coffee shop and use beans from a country so obscure you would struggle to find it on a map.

And these business owners usually say,

“whY d0n’t we hAVe cUsT0meRS whEn oUr cOffEéééEé iS ObvlouSLy thE bSst?”

98% of people don’t drink coffee for its taste. They drink it for the energy it gives and the conversation they’ll have with friends.

Instead of writing “Coffee from Arabica beans” on your signboard,

If you wrote, “Tired? A hot coffee to give you energy!” (Of course, I recommend changing this seasonally; if your customers are still drinking hot coffee in this summer heat, that’s another thing...).

Because everyone is tired and stressed. What they need is a solution to lighten this tiredness.

People want to feel more energetic, and when you offer a solution that meets this need, they are more likely to choose you.

Success in sales comes from identifying the customer's need and offering a solution that meets that need.

Do you need more customers?

Contact us to learn what we can do for you.

<Link to form>