

Article 6

Source

WIIFM

Headline

Secret to closing every single sale

The five most important letters in marketing.....

Problem

Everyone always talks about themselves. What do they want? Need to look past this.

Agitate

This comes off as a bad salesman. Don't be a salesman; be a consultant. The world revolves around self interest.

Solution

Everytime you talk to a prospect or make an ad. Always remember these 5 letters:

WIIFM. And now change it to:

“What's In It For The Customer”

Close

You want us to look over your ad. Send us email @ <email> and we will analyze with you for free.

Article 6

The Secret To Closing Every Sale

When it comes to marketing and sales or life in general it always pays off to remember these 5 letters. The entire world revolves around these 5 magical words. They are almost as powerful as Gandalf's staff.

After knowing this secret, you will be able to close every sale, and make your marketing more effective.

I try to remember them whenever I am talking to someone, working on an ad or making a sale.

It works like a charm.

Founding Gandalf

When I started in sales I was struggling badly. I heard everyone say sales is a numbers game. If you call enough people you'll get a yes.

It's True to an extent but you also need something else.....

I was emailing, calling and was having little to no interest let alone a sale, when my colleagues were making big bucks.

I started scouting the internet for a solution....

.....listening to every single piece of advice because I was kind of desperate to make a sale.

After searching for so long I finally found something.

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I found a lecture given by this Dutch marketing genius. He said if you can remember these 5 letters, you can close every sale, and make your marketing more effective.

I said to myself, “5 magical letters? That’s all?”

Sounds like a stretch to me.... How can just 5 letters hold so much power?

But then I decided to listen anyway because I had no sales under my belt.

He said these 5 letters that hold the power to every sale are, WIIFM.

I was thinking, “FM”. Is it an old radio channel? What’s going on? I listened some more and then he explained, WIIFM stands for:

What’s In It For Me?

Hard to imagine that these five words hold that much power but it is true.

If you want to sell something you can bet the other person is thinking, What's In It For Me?

If you are making an ad for your business, you can bet people are thinking, What's In It For Me?

If you are having a conversation with someone they are thinking, What's In It For Me?

So, how do you make this work for yourself?

Become The Giver

When you are in a marketing and sales situation instead of just thinking how can I sell this product. Think about how your product can benefit the other person.

When you keep this in mind then sales become easy because you are not coming off as someone who needs something from them. You are coming off as someone who is giving them something they want.

I want you to remember, I am not talking about giving everything for FREE.

I am talking about tailoring your offer according to your customers needs and then selling them.

This is what I have noticed in the best of the best salesmen. People who make real money in sales. They are all like this.

You are telling your prospects what your solution can do for them?

Want to know how this works for your business? Shoot us an email and we will look it over with you for FREE.