

Filip Szemiczek - July 8th - 3 Min Read

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One Easy Trick To Get Customer Sales For Your Business

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"Sell me this pen."

The 4 words you've just read separate successful marketing from marketing which doesn't make a penny.

These words were made popular by salesman Jordan Belfort in the Academy Award-nominated film *"The Wolf Of Wall Street"*.

And in the next 3 minutes, we'll dive into how you should sell anything for your business **the right way**.

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How To Beat 95% Of Marketing

If most people were forced to sell a pen, their pitch would look something like this:

- *"The pen is durable!"*
- *"It can write upside down!"*
- *"It's a beautiful blue colour!"*

And this is evident in their business marketing.

They start talking about how long they've been in business, how experienced their team is, and how they have an unbeatable product/service.

There's a problem with these approaches - they focus on the product.

I know it sounds surprising, but you sell products by not talking about the product.

Yet 95% of marketing looks like the examples above. That's why most marketing doesn't reach its full potential.

Let's see what the **top 5%** would do to have wildly successful marketing!

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What A Great Marketer Would Do

Same scenario; sell me this pen.

Here's what a good pitch would look like:

- *"You need to write things down. Writing stuff down helps you remember important dates and things to do."*

- *“All the best and most reliable people write things down because it helps them remember to do things. This makes them never forget to do important tasks, and helps them write like they’re writing the next Harry Potter book!”*
- *“If you want to be seen as trustworthy and you want to wow others with your writing, then this pen will help you to do that!”*

There’s a single reason why this pitch is miles better...

It focuses on how you need it,, without talking about the product itself!

Every product and service fixes some kind of problem.

Can’t write things down? Buy a pen!

Is your dog messy? Go to a dog groomer!

Got a leaky roof? Call a roofing company!

You get the point - everything solves a problem.

You don’t have to talk about your product or company to make a sale - you have to make the reader believe they need your product/service.

And that’s what we did with the second pen sales pitch.

It works, because customers care about one thing and one thing only.

Let’s go into what this is:

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What You Have To Do To Win A Sale

The truth is that customers care about solving their problems, and not too much about the methods used.

Someone would buy a shovel because they need to dig a hole - not because they love shovels.

So, that same person wouldn't care too much about who has the best-designed shovel or which shovel company has been in business the longest. They care about getting a shovel.

That's why you shouldn't talk about your business too much in the ad. You want to focus on what the reader wants and needs.

A reader cares about how you can benefit them, so you should identify their needs and solve their problems.

Your ad should sell what they need, and shouldn't zoom into the product or business too much.

Because if you sell people what they need, then they will be satisfied and loyal to you.

So if you follow this principle, you will get more sales faster **AND** you'll grow a loyal customer base.

Who wouldn't want that?

If you need any further help with your marketing, then get in touch with us and we'll take a look for free.

