

# How to convince customers that you are the answer

## What is the definition of a “good” Selling Point?

*There are all sorts of answers to this ... Something that makes you unique. That shows you off in the best light. That differentiates you.*

*All worthy definitions, but they miss the key point. A “good” Selling Point triggers a sale. In other words, it’s so persuasive that it causes your prospect to part with their money, and buy from you.*

*So, are your Selling Points “good”? Do they work? Do they make prospects want to buy from you? Do you find you can intrigue them in your first sentence?*

## A simple phrase to make your Selling Points better

All customers and prospects are clever people. They know their businesses well. They know what’s good and bad for them. They know what they want.

But they are not naturally gifted at seeing why your organisation’s unique features will benefit them. And they won’t be persuaded to buy unless they **do see** how they’ll benefit.

After all, companies buy from suppliers who will make them great; not those who say they’re great.

To sell more, you must therefore spell out the benefits to them of your unique features. This is not hard to do, but it’s something surprisingly few companies master. For instance, how often have you heard salespeople claim their product is the best, latest, fastest, cheapest ... and thought to yourself “it might well be, but how does that help me?”

The **best** selling points are customer-focused (often containing the word “you”). However, the most **common** are supplier-focused and begin “we are great because...”

A simple but powerful technique to improve your Selling Points is to have this imaginary conversation with your prospect:

- You:** *State your current Selling Point*
- Prospect:** ***“I don’t see how that benefits me.”***
- You:** *“Well, it’s a good thing for you because ...”*  
*[Then explain the benefits to them]*

For example, assume you are a marketing agency, and your current Selling Point is “we have unrivalled experience in your sector”, your imaginary conversation might go like this:

- You:** *“We have unrivalled experience in your sector.”*
- Prospect:** ***“I don’t see how that benefits me.”***
- You:** *“Well, it’s a good thing for you because we know things other agencies don’t.”*
- Prospect:** ***“I still don’t see how that benefits me.”***
- You:** *“Well, it’s a good thing for you because we will be able to forewarn you of potential barriers that will prevent you succeeding.”*
- Prospect:** ***“I still don’t see how that benefits me.”***
- You:** *“Well, it’s a good thing for you because we will guide you through this new venture using the most effective, efficient methodologies.”*
- Prospect:** ***“I still don’t see how that benefits me.”***
- You:** *“Well, it’s a good thing for you because you will hit your sales target much more quickly than you thought possible.”*
- Prospect:** ***“Now that sounds very helpful. Tell me more.....”***

It’s *much* more persuasive now. Notice how, the more you said “Well, it’s a good thing for you because ...”, the clearer the benefit became to the prospect?

Master this rare skill, and you’ll sell more. It’s as simple as that.

# The best order to state your improved Selling Points

Everyone knows first impressions count.

You also know that people's concentration dips during a presentation.

Both facts point to an undeniable conclusion: you should put your best bit (i.e. your benefit) first.

So it is much better to say:

- *"We can help you achieve X (Benefit) because we're like Y (Selling Point)",*  
rather than
- *"We do Y (Selling Point), and it's a good thing for you because X (Benefit)"*

Applying this concept to the above example:

*"We can help you hit your sales target much more quickly than you thought possible. We can do this because of our unrivalled experience in your sector."*

## Are your Selling Points good enough?

The only way to truly know what your customers think of your Selling Points is to ask them.

Contact your best customers, and ask “what do you think we do uniquely well? What value have we brought to you?” Their answers will give you total clarity on your best Selling Points.

Use their responses to guide your marketing and sales communications. Re-write your Selling Points. Then ask your customers if you’ve got them right.

After all, you now know that the best Selling Points cause people to buy. And your customers know more about buying from your company, than you do!

## To improve your Selling Points further

**Click here** to see how we can help your sales team win more sales from the opportunities they have ... and how to get more opportunities with target customers.

**Click here** to buy a copy of Andy Bounds’s best selling book ‘The Jelly Effect’ (chapter 6 shows you how to develop your Selling Points further).

**Click here** for another free article, showing how to construct customer-friendly PowerPoint slides – critical if you use slides when selling.