

**CLEAR
SALES
MESSAGE**

THANK YOU

**SALES IS ABOUT GOOD
COMMUNICATION AND
FINDING A CONNECTION**

1. UNDERSTAND YOUR BUYER

2. WHAT DO YOU DO?

3. WHY SHOULD I CARE?

4. HOW WILL I REMEMBER YOU?

WHO AM I?

1. UNDERSTAND YOUR BUYER

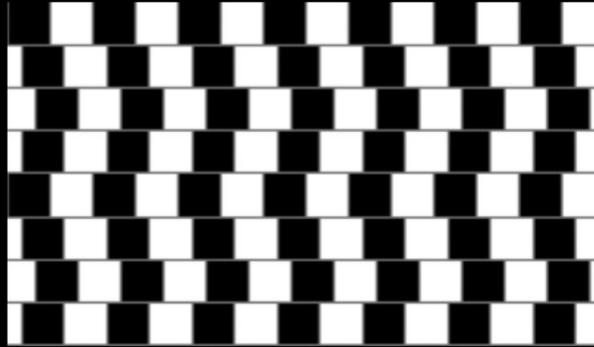
**IF THEY DON'T UNDERSTAND
IT. THEY CAN'T BUY IT.**

THE SEVEN QUESTIONS

1. WHAT DO YOU DO?
2. WHY SHOULD I CARE?
3. WHY SHOULD I CHOOSE YOU?
4. HOW MUCH DOES IT COST?
5. HOW WILL I KNOW I NEED YOU?
6. HOW WILL I REMEMBER YOU?
7. HOW WILL I DESCRIBE YOU TO OTHERS?



PERSPECTIVE IS EVERYTHING

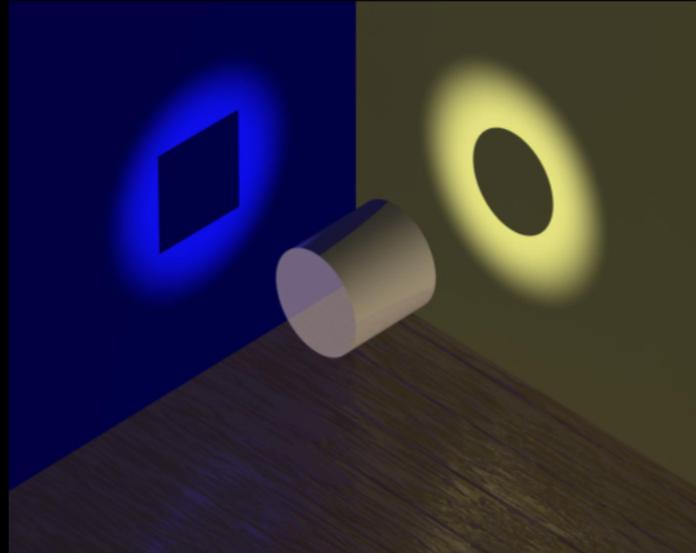


THINGS MAY NOT BE AS THEY
APPEAR.

CONSIDER YOUR CLIENT'S
PERSPECTIVE TO PROVIDE THE
CLEAREST SALES MESSAGE.

CLEAR
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MESSAGE

THE FALSE CONSENSUS EFFECT



THE BELIEF THAT OTHERS SEE
THE WORLD THE SAME WAY
THAT YOU DO.

AKA: ASSUMPTION.

YOU NEED TO ADOPT THE
CLIENT'S PERSPECTIVE TO
SUCCEED.

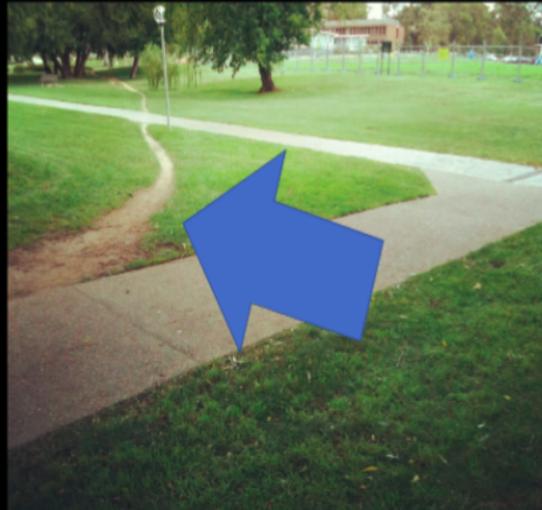
BUYERS TALK BENEFITS
SELLERS TALK FEATURES

**A FEATURE IS A
CHARACTERISTIC**

**A BENEFIT IS
“WHAT THAT MEANS”**

BUYERS TALK BENEFITS
SELLERS TALK FEATURES

PATH OF LEAST RESISTANCE

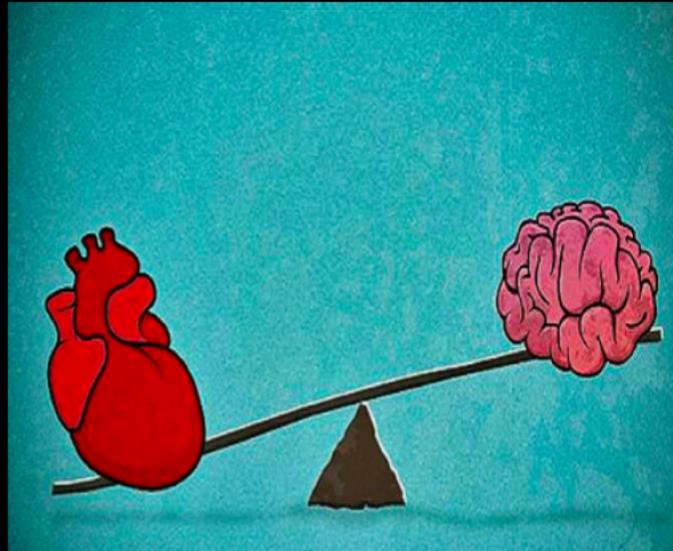


THE EASIER YOU ARE TO DEAL WITH, THE EASIER IT IS TO BUY FROM YOU.

CLIENTS ALWAYS SEEK THE EASIEST WAY TO SOLVE THEIR NEEDS.

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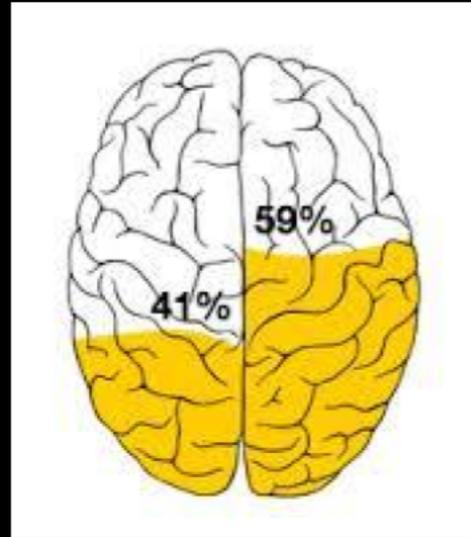
EMOTIONS TRUMP LOGIC



MAKING AN EMOTIONAL
CONNECTION WITH YOUR
CLIENT AND ENGAGING THEM
WILL DO MORE THAN SIMPLY
PRESENTING THE FACTS.

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COGNITIVE LOAD



THERE ARE ONLY A FINITE
NUMBER OF THINGS WE CAN
PAY ATTENTION TO OR
REMEMBER IN SHORT TERM
MEMORY.

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OVERCHOICE



PRESENTING TOO MANY
OPTIONS CAN LEAD TO
CONFUSION, UNHAPPINESS
AND LOST SALES.

LESS CHOICE = MORE SALES.

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THE THREE PRINCIPLES

1. FOCUS ON THE CLIENT.
2. FOCUS ON THE BENEFIT.
3. FOCUS ON SIMPLICITY.



GOOD CAUSE EFFECT

SUPPORTING GOOD CAUSES AND "STINKY" ONLY ARE PERCEIVED AS MORE LIKELY TO BE TRUE.

WE ARE MORE LIKELY TO BUY IF WE THINK THE AIR IS BEING CLEAN.

CLEAN SALES MESSAGE

THE LAW OF INACTION

IT'S EASY TO FORGET THAT INACTION IS A FORM OF ACTION.

CAUTION! INACTION!

IT'S EASY TO FORGET THAT BUYING IS AN ACTION.

CLEAN SALES MESSAGE

THE REPETITION EFFECT

REPETITION IS THE MOTHER OF EXPERTISE.

IF YOU WANT SOMETHING TO BE TRUE, SAY IT OVER AND OVER AGAIN.

CLEAN SALES MESSAGE

EMOTIONS TRUMP LOGIC

MAKING AN EMOTIONAL CONNECTION WITH YOUR CLIENT AND LOGICAL THINKING.

CLEAN SALES MESSAGE

THE HUMOUR EFFECT

FUNNY, HUMOROUS AND POSITIVE THINGS ARE MORE LIKELY TO BE REMEMBERED.

CLEAN SALES MESSAGE

THE BIZARRENESS EFFECT

"BIZARRE" THINGS ARE MORE LIKELY TO BE REMEMBERED.

WE WANT TO BE REMEMBERED AS "BIZARRE".

CLEAN SALES MESSAGE

UNDERSTAND YOUR BUYER:

44 PSYCHOLOGICAL FACTORS YOU NEED TO KNOW ABOUT.

FREE DOWNLOAD

THE HONESTY EFFECT

BEING OFFERED ONE OPTION IS MORE LIKELY TO BE CHOSEN THAN TWO OPTIONS.

CLEAN SALES MESSAGE

THE BECAUSE EFFECT

WHEN YOU EXPLAIN SOMETHING WITH "BECAUSE" YOU ARE MORE LIKELY TO BE CHOSEN THAN WITHOUT.

THIS WORKS BECAUSE IT MAKES IT EASIER FOR THE CLIENT TO SAY YES.

CLEAN SALES MESSAGE

PERSPECTIVE IS EVERYTHING

THINGS MAY NOT BE AS THEY APPEAR.

CONSIDER YOUR CLEAN PERSPECTIVE TO PRODUCE CLEANER RESULTS.

CLEAN SALES MESSAGE

VON RESTORFF EFFECT

IF SOMETHING STANDS OUT, IT'S MORE LIKELY TO BE REMEMBERED.

WHAT TO BE REMEMBERED BY: BE BOLD OR BE BANNED.

CLEAN SALES MESSAGE

2. WHAT DO YOU DO?

**“IF THEY DON’T UNDERSTAND
IT THEY CAN’T BUY IT.”**

BURDEN OF PROOF



IT'S UP TO US AS SELLERS TO
PROVIDE CLIENTS WITH ALL
THE INFORMATION,
OPPORTUNITY AND EASE TO
BUY FROM US.

THE CASE FOR WHY A CLIENT
SHOULD BUY ALWAYS FALLS
TO US

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“WHAT DO YOU DO?”

“I’M A SALES CONSULTANT”

“WHAT DO YOU DO?”

“WHAT ARE YOU?”

**FIRST IMPRESSION
ONLY CHANCE**

COSTING YOU MONEY

A BRAVE VOLUNTEER

“WHAT DO YOU DO?”

A SIMPLE TEMPLATE

**WE/I HELP CLIENT TO ACHIEVE
BENEFIT BY METHOD**

CLIENT

SPECIFIC AS POSSIBLE

BENEFIT

WHAT'S THE END RESULT?

METHOD

“HOW” YOU DO IT

“WHAT DO YOU DO?”

“I’M A SALES CONSULTANT”

**“I HELP BUSINESSES
TO INCREASE THEIR SALES
THROUGH CLEARER SALES
COMMUNICATION”**

NOW IT'S YOUR TURN

**WE/I HELP CLIENT TO ACHIEVE
BENEFIT BY METHOD**

A BRAVE VOLUNTEER

“WHAT DO YOU DO?”

NOTICE THE DIFFERENCE?

3. WHY SHOULD I CARE?

**“IF THEY DON’T CARE
THEY WON’T BUY.”**

**WHY SHOULD I CARE
ABOUT YOUR OFFERING?**

AIRLINE ADVERTS

MEETING THE LOCALS HAS NEVER
BEEN MORE MEMORABLE.

SINGAPORE AIRLINES



A great way to fly

THERE'S NOTHING
LIKE AUSTRALIA



EXPLORE BEAUTIFUL PEBBLY BEACH AT AUSTRALIA.COM

**SELL THE DESTINATION
NOT THE JOURNEY.**

**WHAT'S THE "DESTINATION"
IN YOUR BUSINESS?**

NOW IT'S YOUR TURN

**WHY SHOULD I CARE
ABOUT YOUR OFFERING?**

THE “SET OF THE SALE”



- PROMOTE BENEFITS
- FOCUS ON CLIENT NEEDS
- FOCUS ON VALUE
- FOCUS ON COMMUNICATION

MAKE THE SALE

LOSE THE SALE

- PROMOTE FEATURES
- FOCUS ON WHAT YOU PROVIDE
- FOCUS ON PRICE
- FOCUS ON “TECHNIQUES”

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**THIS IS WHY SALES
MESSAGING IS SO CRUCIAL**

4. HOW WILL I REMEMBER YOU?

**BEING FORGETTABLE IS
EXPENSIVE.**

HOW TO BE MORE MEMORABLE?

THE BIZARRENESS EFFECT



“BIZARRE” THINGS ARE MORE
MEMORABLE AS THEY DON'T
BLEND IN.

WANT TO BE REMEMBERED?
BE “BIZARRE”

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A TAGLINE

HUMAN ATTENTION SPAN?

8 SECONDS

SEIZE ATTENTION

EXPLAIN WHAT YOU DO

ENGAGE

**YOU KNOW WHAT YOU SELL.
I KNOW HOW TO SELL IT.**

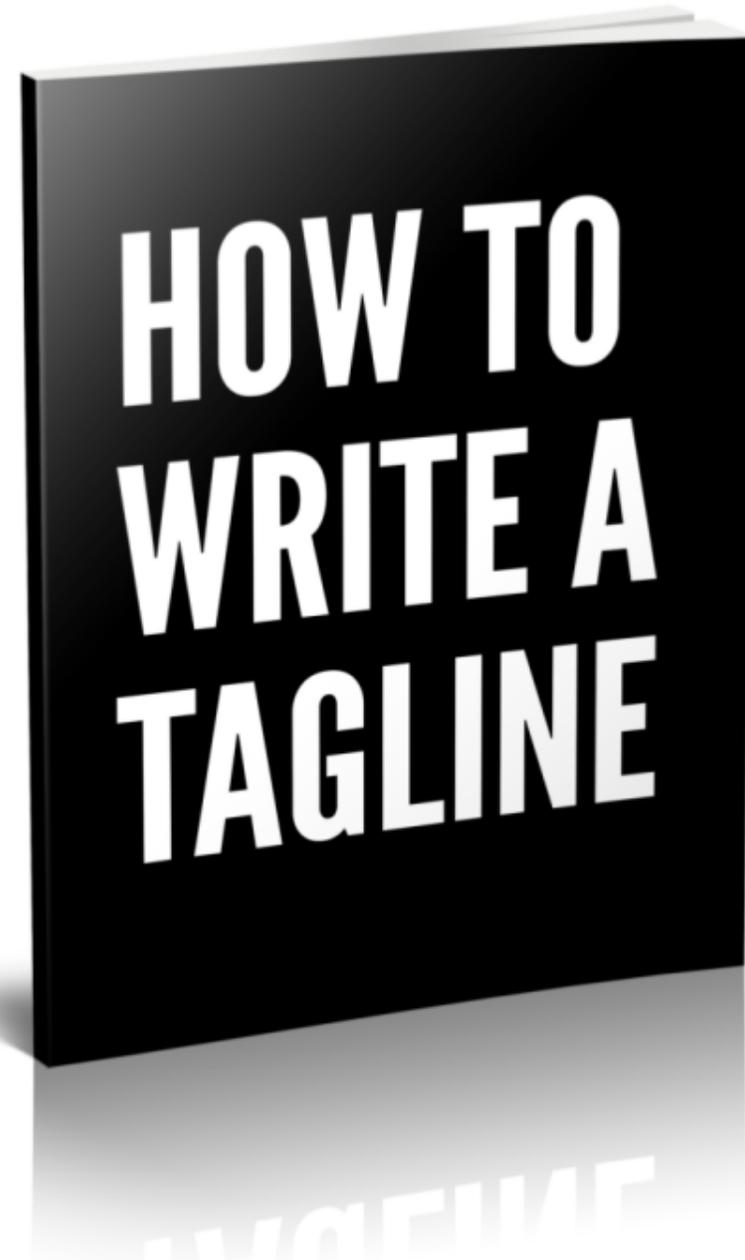
FOR A LIFE AS SIMPLE AS A,B,C...
THINK DEE

**TAKE YOUR PROPERTY
TO ANOTHER LEVEL**

MAKE THE EXPERIENCE DYNAMITE

WHO HAS A TAGLINE?

WHO KNOWS HOW TO CREATE ONE?



4 TEMPLATES

**DEDICATED TO HELPING <CLIENT>
ACHIEVE <BENEFIT>**

**DEDICATED TO HELPING
SMES SELL MORE.**

NOT VERBATIM

CHANGE THE WAY YOU XXX

CHANGE THE WAY YOU SELL

WE DON'T JUST XXX. WE YYY.

**WE DON'T JUST HELP YOU SELL.
WE GIVE YOU CONFIDENCE.**

MORE THAN JUST XXX

MORE THAN JUST CATCHY TAGLINES

THAT'S IT

QUESTIONS?

THANK YOU

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