

## **Selling the Benefits of your Product or Service**

What sets your business apart from thousands of competitors influencing your prospects daily? Were you aware that consumers are not interested in what features your product or service offers? They're interested in the benefits they receive by purchasing your products or service. "Benefit" is an advantage, a convenience, what's in it for me (WIIFM) value. Take pharmaceutical companies who provide combination prescription drugs. Patients can now enjoy the benefits of taking one combination pill a day, which is very appealing if you are on several medications per day. This marketing practice encourages patient convenience and compliance. These pharmaceutical companies essentially sell the *convenience* of taking less medication at a time.

In today's world individuals and companies are bombarded with advertising, websites, emails, mailers, telemarketers, etc. The choices are endless and truthfully, time consuming and confusing. To stand out above the crowd, and catch the eye and interest of your prospects, openly emphasize the conveniences, and advantages you offer. Someone may have a great landscaping service, but as a consumer searching the yellow pages or the internet, we are bombarded with the same type of advertisement. The fact that one company in particular is open late and on weekends is a bonus. This landscaping company did not grab my attention because of their service, but because of the added incentive of a weekend schedule. Consumers are more inclined to purchase products and services that offer benefits.

Selling an intangible is the same as selling a product; you simply emphasize the WIIFM to your clients. Take insurance for example. Many small companies just starting out have limited funds. Offering the ability to pay monthly is an added benefit for companies experiencing cash flow problems.

As a business owner, how do you determine which benefits to emphasize in your selling strategy? I always recommend that my clients ask their current customers which value sold them on the product or service. Ask your clients what are the benefits to them and have they discovered any new values as they have been using your product or service? As you move through the selling process emphasize the benefits of your product or service keeping these selling tips in mind:

### **TIPS FOR SELLING THE BENEFITS OF YOUR PRODUCT OR SERVICE:**

- Be honest about the values and benefits of your product or service. Never embellish your business's capabilities. The word would spread quickly and be the bane of your business existence.
- When people are approached with the idea of buying a service or they want to know "WIIFM". Put yourself in your client's shoes and ask "What's in it for me?" This personal dialogue will help you list the benefits and value of using your service or product.

- Understand the Decision to Buy: Understand that people make decisions to buy based on their emotions. Consumers purchase products and services that make them feel good and improve their status in life.

To learn more about selling the benefits of your product or service and how to increase your cash flow call (805) 208-7539 or click here to connect to my website [www.paulacrutchleybusinesscoach.com](http://www.paulacrutchleybusinesscoach.com)

Call now to schedule a complimentary 30 minute coaching session. Group and individual coaching is available.