

The Handbook for Business, the Bible

How the right messaging leads to increased sales

Too much business communication contains the wrong message, be it an advertisement, website, email or phone answering script. And a lot of sales are lost as a result.

The WRONG message invites people into a conversation about you, your product or business.

To send the RIGHT message you must enter the conversation customers are having with themselves!

Recently, I looked at my overgrown hedges, thinking I can't do this with hand clippers; last time I tried, the result was awful...so I decided to hire a professional.

The gardener I rang invited me straight into **his conversation** - how busy he was; how his phone never stops ringing and wasn't sure when he could get to my job.

Now consider how he could have come into **my conversation**:

"Mate, thanks for calling...don't you just hate the amount of care hedges need? And doing it yourself often leads to an embarrassing result - I promise with the electric clippers I use you will be impressed...so will your neighbours! How about I call in at 5:30 Monday?"

My counsel for business owners:

Your prospects and customers are not interested in you, your business or your problems; they are only interested in themselves and fixing their problem...

- * So, align yourself with their problem as soon as the conversation begins
- * If you're unsure what to say, try this: as soon as your customer explains their pain, you respond with, *"Don't you just hate it when (complete as appropriate)"*
- * To win more sales, talk less about you, more about them.

HANDBOOK COUNSEL for today: Proverbs 17:27 [The Living Bible]

"Don't talk so much. You keep putting your foot in your mouth. Be sensible...turn off the flow"

Other Scriptures:

Proverbs 12:15: *"The way of a fool is right in his own eyes, but he who heeds counsel is wise"*

Proverbs 28:26: *"He who trusts in his own heart is a fool, but whoever walks wisely will be delivered"*

Proverbs 29:11: *"A fool vents all his feelings, but a wise man holds them back"*

Proverbs 29:20: *"Do you see a man hasty in his words? There is more hope for a fool than for him"*