

Our Handbook for Business, the Bible

Answering without listening

Every day we get bombarded with hundreds of advertising messages. To avoid overwhelm God has given us an incredible brain to help sort through them.

Thus, the marketing messages you send are dissected by potential buyers at 3 levels...

Level 1 is their SURVIVAL FILTER:

- * It's attracted to messages that clearly identify a specific problem they want to solve

Level 2 is their EMOTIONAL CONNECTOR:

- * To increase the chances of making a sale, your prospects need to feel, *"I like these people; they understand me; they care about me"*

Level 3 is their LOGICAL JUDGE:

- * It's attracted to messages that offer the best solution and a process that gives the customer a 5-Star, frictionless buying & delivery experience
- * If your message or deal is confusing, complex or time-consuming, the sale is at risk!

My counsel for business owners:

To succeed, your messaging must honour the way customers' brains make decisions, especially buying decisions!

A sure sign you have a problem is a low prospects-to-buyers conversion rate; or an advertising campaign that just isn't working.

If this is happening, review your website home page, email & phone call scripts...

- * Beware of spruiking information about YOUR BUSINESS - background; products; prices; awards; qualifications, etc
- * While this information may be interesting and eventually useful, it doesn't align with any problem your customers want to solve
- * Therefore, such messaging fails at Level 1 - the survival filter!

THE BIBLE, our HANDBOOK, counsel for today: Proverbs 18:13 - New Century Version ...

"Anyone who answers without listening is foolish and confused"

...And answering without listening is what happens if you ignore the way human brains make decisions!

Other Scriptures (NKJV):

Matthew 11:15, *"He who has ears to hear, let him hear"*

Proverbs 1:33, *"...whoever listens to me [wisdom] will dwell safely and...be secure, without fear..."*

Proverbs 19:20, *"Listen to counsel and receive instruction, that you may be wise in your latter days"*