

Our Handbook for Business, the Bible

Persuasive speech

Here's a true story about a dry-cleaner who offered an evening delivery service.

But what I wanted was a morning pick-up, a same-day turnaround with him doing all the work.

We discussed it, and our conversation went like this...

"Hey Bob, I appreciate your delivery service but why don't you offer a morning pickup service as well?"

"Actually, we do," he told me!

"Then how come I don't know about it?"

"We don't tell anyone; imagine all that driving to maybe pick up a pair of pants? Nah, not worth it!"

"But what about all the busy professionals in town? It would be a great service for them?"

To which he replied, *"we're flat out in the mornings and haven't got time to go out!"*

Wow! What an attitude?

An opportunity to grow his sales went begging because he was too busy working to even see it.

My counsel for business owners:

Every customer of every business has a problem they want solved. But too many sellers don't attempt to find out the real or complete problem...they assume they know, then proceed to flog their wares, be it a product or service.

Of course, you must know your customer...and their real problem; ask probing questions; listen to them; then develop your valuable and different solution!

You can do this in 4 steps...

1. Take a standard product you sell...be a shirt, a bed, a caravan, or a repair service
2. Create a product package with lots of extra value and benefits
3. Give it a name: my dry cleaner could have offered a *"busy professional's same day, pickup & delivery service"*
4. Charge accordingly...quite a lot more!

Then, when a customer wants to buy, offer them your 'Deluxe-Package' first, meaning they only have to make ONE decision - 'YES' or 'NO'

- Many will say yes to your persuasive speech and great offer, meaning more Gross Profit. If they say no, and choose to buy the basic product, what have you lost? **Nothing!**

The Bible, our Handbook counsel for today, Proverbs 16:23, The Living Bible...

"From a wise mind comes careful and persuasive speech"