

HAVE A POWERFUL MESSAGE

WHAT DO YOU HAVE TO SAY?

The best product in the world won't sell well if the customer doesn't hear or understand what's in it for them. And - to state the obvious - no customers equals no business. In getting an idea to the marketplace, successful entrepreneurs know they must communicate what they're offering in a clear, compelling and concise manner.

To have the right words for a sales pitch, marketing messages and literature, the key benefits of the product or service need to be uncovered and honed in on. Be utterly explicit about the advantages and benefits your product or service will provide. Dig deep. How can you add value to beat the competition?

THERE'S NOTHING BETTER THAN SITTING ROUND A TABLE AND PITCHING YOUR IDEA, BECAUSE THEN YOU GET TO REFINE IT.

When I started my first business, we would sit in a room together and pitch to ourselves. This allowed us to brainstorm and ask questions.

Would I buy this?

Would I respond to that type of approach?

Am I interested and why so?

There's nothing better than sitting round a table and pitching your idea, because then you get to refine it. You get to look at specifics and ask yourself:

Why would I buy that product or service?

Why would I pay that amount of money for it?

Why would I/do I need it?

I've always found answering those three "why's" to be very useful.

Critique each other's pitches, give each other feedback. If you're the only person in your business, bring a family member or business advisor in. Question everything. Get it right, so everybody is comfortable with the overall message before it hits your marketing and sales material, your website and/or your packaging.

Use the same approach to researching and selling. If testing the market by phoning people to gauge interest, use all feedback. It doesn't get you anywhere to make 1,000 calls and not get one result. It's what you do with the feedback provided. If someone says they're not interested, go one stage further. Ask them why they're not interested. This feedback is vital. It will enable you to overcome objections at sales stage, enhance your sales pitch, tailor your marketing messages and even shift your focus towards new target audiences.

BE MEMORABLE

Marketing messages must be memorable. The first marketing message to get right is the "strapline" - a punchy one-liner that conveys the key benefit of choosing your business. The strapline should create a connection between your business and your potential customer. Sharpen your strapline by brainstorming and using feedback. Always keep in mind, "what's in it for the customer"?

Create action-oriented marketing literature and sales literature that has enough impact to encourage the reader to act. Entrepreneurs take action very seriously themselves to take them to where they want to be, but also encourage action from their customers. They want customers to pick up the phone, visit their website, or place an order. For that reason marketing material must tell the reader exactly what they should do next.

Be different and burst through the noise to grab attention. Make it clear why buying from you is a far better choice than buying from anyone else. Magnetise your messages so your customers are drawn to you.