

How to Position your Recommended Action - Part 2

Part 1 covered the importance of creating the right selling environment. In Part 2 we look at the language structure and touch on visual aids.

1. Feature statement

This is a fact, proof, data, information or characteristic about the product or service, or about yourself. Example: *"We provide 24 hour back up service"*.

Because features are straightforward and easy to quote there is **a risk of providing too much information** in succession. When this occurs a natural reaction by the client is to object because:

- They feel pressured and sold to
- Perceived additional features will add to the cost of the product or service
- They perceive no need for what is being offered.

2. Transition phrase

This links the feature with the benefit.

Examples include:

"So therefore..."

"This will provide you with..."

"The end result will be..."

3. Benefit statement

This describes how the organisation, product or service will solve a client's specific problem or meet a need. Example: *"...provide you with peace of mind."* This direct connection can result in an expression of interest bringing you closer to confirmation of the sale.

Visual aids

These are used to communicate:

- Who you are – The organisation's story. This is a brief overview of the company's history and is used to build credibility.
- What you have achieved

Highlighting past and present achievements can instill confidence in a client and differentiate the organisation from its competitors.

- What you can do for them

This is when you show the client how their specific problem or need will be solved.

Visual aids **improve learning by up to 200%**, retention by up to 38% and reduced time to explain complex solutions by 25-40%. Conversely, when visual aids are not used, up to 75% or more of what was said is forgotten within 24 hours.

Sales literature whether in hard copy or shown electronically is designed to assist the presentation in a logical manner.

The content should cover:

- The organisation's story
- Product or service information using feature language
- Photographs or sketches
- Contact details.

It is imperative to:

- Ensure the visual aid is clean and in as new condition
- Know the content of the material from any angle to instill confidence
- Use a pen or a pointer to guide the client through the presentation
- Look at the client at regular intervals, maintain good eye contact and pay attention to non-verbal clues.



If you want to discuss anything to do sales or sales management then contact me directly on +61 412 252 236 or email kurt@salesconsultants.com.au. Please enter the subject heading Enquiry.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increase sales from 10-56%. Clients range from small to multinational companies and he has completed projects in Australia, the Middle East, Asia and Europe.



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