

Get More Sales By Reducing Skepticism And Increasing Desire

By Bob Leduc

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Prospects buy from you because they want to enjoy the benefits produced by your product or service. Their desire for those benefits makes them want to believe everything you tell them. But skepticism makes them reluctant to buy. When their skepticism is greater than their desire -- you lose the sale.

You can get more sales from prospects by reducing their feeling of skepticism -- AND by increasing their desire for your benefits. Here's how...

HOW TO REDUCE YOUR PROSPECT'S SKEPTICISM

Your prospects bought things in the past that didn't produce the promised results. It's natural for them to be skeptical of your offers and promises. Here are 2 techniques you can use to overcome their skepticism.

1. Eliminate Risk

The main cause of your prospect's skepticism is their fear of loss. They don't want to risk losing money if your product or service doesn't produce the results they expect. You can eliminate that fear by guaranteeing their satisfaction. Offer to refund the buyer's money if they don't get the results you promise.

A money back guarantee is a powerful sales tool. But it may not be practical for you if you sell a service. You can't recover all the time and labor you already invested in a job. Instead of a money back guarantee, provide a guarantee to continue performing services until your customer is satisfied with the results. This eliminates your customer's

fear of loss without creating a big risk for you.

2. Provide Proof -- Include Testimonials

Another powerful tool you can use to overcome your prospect's skepticism is testimonials from satisfied customers. They provide evidence that you lived up to your promises in the past. Testimonials promote your prospect's confidence in you and in the claims you make about your product or service.

Develop the habit of asking your customers and clients for testimonials. Then use them in all your marketing efforts.

TIP: Get permission from your customer to include their real name and address with their testimonial. Testimonials from real people are more believable than anonymous testimonials.

INTERNET MARKETERS: Testimonials are highly effective for building your credibility online. Don't limit their use to web pages promoting the product or service mentioned in the testimonial. Include a few on your home page too.

HOW TO INCREASE YOUR PROSPECT'S DESIRE

Convert the benefits provided by your product or service into vivid word pictures. Put your prospect in the picture by dramatizing what it feels like to be enjoying those benefits.

Be specific. If you sell financial products, describe what it feels like to enjoy an affluent lifestyle without debt. If you sell boats, describe what it feels like cutting through the waves with your friends onboard. If you offer an MLM or other home-based business opportunity, describe what it feels like to work at home without a boss.

IMPORTANT: Be sure your word pictures are dramatizing benefits and not describing features. People don't really care about the new high tech insulation used in their new picnic cooler (a feature). They just want to be able to enjoy ice cold beverages all day long when they're outside on a hot day (the benefit).

Use the techniques in this article to help your prospects reduce their feeling of skepticism and increase their desire for your benefits. Once their desire is greater than their skepticism -- you'll gain a new customer.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. He is now a Sales Consultant. Bob recently wrote a manual for small business owners titled "How to Build Your Small Business Fast With

Simple Postcards" and several other publications to help small businesses grow and prosper. For more information...

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