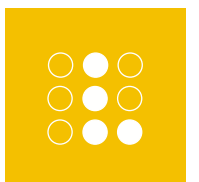




SPEAK LITTLE. SAY MUCH.
GET HEARD.



THE CURRENT SITUATION:



With the advent of the Internet, the business world has become a much smaller but much noisier place and companies now face more competition than ever before. It has been estimated that mankind now produces more information in three days than we have done from the beginning of human history up to 2003. Add to this the fact that people have less and less time to absorb all this information and it becomes apparent that you must get your sales messaging absolutely spot-on to create a sale.

This paper offers a brief overview of the steps you can take to make your sales messaging much more effective.

“You can have brilliant ideas, but if you cannot get them across, they won't get you anywhere

- Lee Iacocca

SPEAK LITTLE.

Always keep your messages as short as possible. Try and break down your sales messaging so it instantly tells the potential client what they want to know. The longer you make it, the more chance of confusion or disinterest there will be.

Aim to see just how short you can make your content and headlines whilst still containing all the necessary information and creating the desired impact. If you run to the rule that in the first instance you have about 3 seconds to gain someone's interest and make an impact, and a further 10 seconds after that to provide them with everything they need to know, you should be able to spot where your current messaging may need to be reduced or tightened up.

Equally, if you keep some information back you'll have additional content to provide them with if they are interested. If you try and tell them everything on initial contact it probably won't get read because it's too lengthy, or if it did get read you wouldn't have anything to say afterwards to close the sale.

Because there may be multiple decision makers in the buying process, sales messages should also be made specific to the type of person that will be reading them in order to ensure that the correct information is delivered to the correct people. For example, you may wish to target the Healthcare industry in general but your product or service may actually provide different solutions to different people. A doctor may be interested in the medical benefits, a nurse would probably like to know more about the practical applications whereas the hospital director will base his decision on cost. Three different people, three different approaches.

Finally, ensure that any information or messaging is easily accessible at every point of contact so the sales cycle can't be interrupted or broken.

SAY MUCH.

So what do you say? The main thing to remember is that your messaging should always be created from the client's point of view. It needs to highlight their problems/needs and the solution that your product or service can provide. The more you focus on who you need to speak to, the easier it will become to focus on what their issues may be and how your business can solve them.

This will enable you to structure your communication so that is clear and concise and conveys the correct information. And remember, the bigger the audience the more generic the sales message will become and the more chance of it being ignored so try and keep it as specific as you can.

Another important thing to consider with your messaging is how you differ from your competitors. Generally speaking there will be hundreds of other businesses who can probably offer the same product or service as yours so you need to convince prospects that yours is better. Do some research and find out where your business stands out from its competitors and highlight these differences in your messaging.

GET HEARD.

Once you have identified your target market and have structured what you need to tell them, you need to figure out how you can get it in front of them. Again, the more you know about targets at this point the more chance you'll have of approaching them in the right place and at the right time.

In today's world there are thousands of ways of to get your message out there but different targets tend to respond to very different approaches so it's vital that you pick the correct ones or risk wasting your money.

Again, the best way to work this out is to put yourself in your target's shoes. If i were them how would I like to be approached? Would I respond to email or cold call, or would I prefer to get sent a a piece of direct mail? And what would i be interested in or what would be helpful to me? A link to a website, a brochure or case study? Are there any 'gatekeepers' in place that need to be bypassed before you can speak to me? (i.e. secretaries, middle management, etc)

Write down every available route to market that you can think of and then narrow them down to the ones that correspond with your targets. If you find that you can't afford to use multiple routes at the same time, then simply go with one until you can afford to use others. Please do not be tempted to go with cheaper alternatives that you know won't work well as you'll simply wate your time and money.

OVERVIEW.

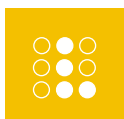
If you take note of the above it will go some way to finessing your messaging and making you far more attractive to your potential client. Please note that this isn't meant to be a magic formula but rather a process that should be adhered to to help focus your marketing and communication efforts. So remember to test and monitor your results at all times and possibly test a few options at the same time if you can afford to.

Once you have found out what works best and sales are flying in, that's the time to start testing again. Look at what you are doing and see if you can beat your current offering or if you can improve the process even more.

So many times we have worked with clients who have simply taken their eye off the ball because everything was going really well. And that's when another hungry competitor came into the market with an even better offering. So the more you retain your focus the more the competition will be playing catch up.

MORE INFORMATION

If you would like more information about this document or any of the services we offer, please contact our Marketing Director, Cliff Findlay on +44(0)20 33 56 96 56 or visit our website www.latitudesolutions.co.uk



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