



INSTANT SALES TACTICS

YOUR MESSAGE

One of the most important tools you have as a salesperson is your message and how you communicate it. Is it clear, concise and consistent?

WHY Your Message is Important

Think about the last time someone walked up to you at a social gathering, introduced themselves and asked you, "What you do?" What did you say? How did you communicate your Message? Were you at a loss for words?

Well, most people are...and if they aren't at a loss for words their Message often sounds like everyone else's. They'll give their title, or some other short description of their job. But most of the time, everyone sounds the same.

If you sound like everyone else, you have commoditized yourself. In his book, *Purple Cow*, author Seth Godin talks about being **remarkable**. There are a lot of brown cows out there, but if you have a clear, concise and consistent Message, it's really easy to become purple and sound different.

Your Message Is Who You Are To The Prospect/Client.

HOW to Create Your Message

Everyone is motivated by **pain** and **pleasure**. We will do whatever we can to avoid pain and increase pleasure in our life.

So, your unique message has to communicate how your product or service will help the prospect or client:

- Eliminate, reduce or avoid something they don't want.
- Increase, expand or maximize something they do want.



Opportunities To Communicate Your Unique Message

- ✓ In a social gathering if someone asks you what you do
- ✓ On a prospecting call
- ✓ In a Voicemail message
- ✓ In an Email
- ✓ In Social Media



RIGHT NOW ACTION STEPS

- ▶ Create several Unique Messages that you can use in a variety of situations, including:
 - *How you will reduce pain.*
 - *How you will increase pleasure.*
- ▶ Use your Unique Message consistently in every contact with prospects and clients.