

Many companies don't try to **PROVE** to prospects why they should **select their company** with evidence that's convincing.



Give them reasons to buy

A question you should always be asking yourself is, "Why should someone select my product and/or service over my competition?" The answer won't only tell you what prospects are thinking when they consider doing business with you but also if the reasons you give are convincing.

Some call these reasons "unique selling propositions" (USPs), some call them "compelling reasons to buy," and yet others call them "benefit statements." The problem is many companies don't try to prove to prospects why they should select their company with evidence that's convincing.

Here's an example of a good and bad way to prove you're the best choice for a prospect's job:

First, the bad example. ABD Landscaping, "River Valley's Best Landscaper." This slogan on the company's proposal is all the proof it offers that it's the potential customer's best choice.

Now, the great example. ABD Landscaping, "River Valley's Landscaping Company of Choice (based on the 2002 River Valley News Consumer Choice Awards)." That slogan and footnote were on the proposal, and included with the proposal were the following:

- 56 testimonial letters from happy clients
- A copy of five newspaper stories that mention the company
- An audio cassette tape River Valley produced featuring interviews with nine happy clients
- Pictures of those nine jobs talked about on the audio tape showing smiling clients
- A copy of the company newsletter
- A picture of the team at River Valley Landscaping smiling with the caption, "Here's why we can

do what we can to make clients happy and excited to work with River Valley Landscaping."

■ A letter from the company president with the guarantee offered to clients of River Valley Landscaping. In this company's case, their warranty is for life if you agree to have them take care of the landscape once it's installed. The letter closes with some strong words from the president: "At River Valley Landscaping, I want you happy. If you're not happy, we're not happy, and you have my word we'll work with you until we've exceeded your expectations."

■ A fine gourmet brownie.

Here's a summary of what occurred in the great example and the reason why I want you to get to this point.

Testimonial letters. Why 56 of them? You can't provide a prospect with too much proof to do business with you.

Copies of articles from the paper. A news story speaks the truth and gives you instant credibility.

Testimonials from happy clients. You can talk all day long about yourself and not sway someone to choose your services. But get a third party to talk about you and your company, and you'll really turn some heads.

A guarantee. Get a good one. If you aren't willing to stand behind your product with a clear, easy to understand warranty, I suggest you get out of the business.

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