

[<Back](#) [Print](#)

## GROWTH Strategies

### Advisory Minute

Your Business Partner for Success

July 9th, 2007

**If getting in front of more potential buyers is HIGH on your list of objectives for your business, then integrate (and not just read) the following into your sales process...**

in this article

- **A Simple Solution to Attract WAY MORE Buyers**

Stephen H. Jones

### *A Simple Solution to Attract WAY MORE Buyers*

Before we get started here, let me relate something to you from a conversation I had with a client recently.

My question was, "When you or your salesperson are in front of your prospect, what do you want to accomplish? What are your objectives?"

Her answer (and like many other business owners) was - "To make a sale."

I asked her what else she would like to accomplish with that prospective client. Her response was, "What else do I need?"

Well, as a strategically-minded owner, you would want to:

1. Gain and earn respect
2. Gain and earn trust
3. Obtain referrals
4. Have influence in their buying decision
5. Solid preemptive answers to your competition
6. Perception as an expert
7. Build brand loyalty
8. Build-in urgency

What if you, the leader of your company, devised a way to accomplish all those strategic objectives - and do them EVERY TIME anyone in your company is in front of a buyer? How much more **powerful** would you be over your competition?

AND NOW - ONTO OUR TOPIC...But before we go into a simple and **very effective way** to ATTRACT more buyers - you must be aware of these FACTS:

**At any time, only 3% of the market is actively looking to buy your product or service right now!**

**About 7% are open to it.**

**30% are not thinking about it.**

**30% don't think they're interested.**

**And 30% know they're not interested.**

So, what is a business owner - set on GROWING their business to do...? Enter **Market Data**.

Let me give you an example of Market Data vs. product data. For an IT computer company, product data to the prospect would be communicated as: "We offer A, B & C services, and we charge X amount for A, B & C services. Our A service does this and that, our B service protects this and that, and our C service outperforms everyone else's C service."

That's typical and tactical. If you want to *slaughter* your competition - then proactively become a Market Expert, and not just a product expert!

For a more strategic IT company, Market Data would be as follows:

"Did you know 3 out of 5 PCs and laptops crash within 4 years - wiping out all user data?"

Or, "4 out of 5 IT companies started in 2003 have since gone out of business?"

Or, "Viruses, worms and trojan horses attack 95% of all corporate user computers - primarily due to Anti- Virus software improperly installed?"

If I was a business owner in the 30% bracket of "**don't think they're interested**", because I have an "IT guy" or "my computer network is probably fine" - NOW, I'M INTERESTED in what you have to say!

Research is easy to find - *if you look for it!* Find data from free or paid sources within your industry associations, and through online sources speaking to your industry.

If you sold shoes, and through 1 hour of research time per week, you found:

- There are 214,000 nerve endings in your feet
- Those nerve endings connect to EVERY organ in your body
- Your feet sweat about a cup of moisture per day
- The quality of a shoe will determine if the moisture escapes or builds up bacteria - which is tracked into your home
- During the course of a day, you apply 5,000 lbs of pressure to your feet

This would help you to:

- 1. Sell more shoes**
- 2. Sell better shoes**
- 3. Build brand loyalty**
- 4. Establish expertise**
- 5. Build a relationship where the buyer only wants to come to your store**

FACT: You will attract WAY MORE BUYERS when you are offering to TEACH them something of VALUE to them, than you ever will by simply trying to sell them your

product or service!

**Please feel free to Forward this on to 3 or 4 of your clients, business partners or networking contacts who can benefit from this information. They'll appreciate you thinking highly of them!**

To Your Success!

-----

Stephen Jones operates **Growth Strategies** and provides marketing strategies and a marketing structure for small business owners.

Contact us *TODAY* at **770.601.0949** or **800.261.5034**, via e-mail at [sjones@growthstrategies.us](mailto:sjones@growthstrategies.us) or on the Web at [www.growthstrategies.us](http://www.growthstrategies.us) for assistance with your business.

### Quick Links...

- [Web Site](#)
- [21 Power Principles](#)
- [Client Testimonials](#)
- [7 Step Marketing Plan](#)
- [Our Services](#)
- [Resource Library](#)

email: [sjones@growthstrategies.us](mailto:sjones@growthstrategies.us)  
phone: 770.601.0949 / 800.261.5034  
web: <http://www.growthstrategies.us>

## SPECIAL OFFER for JULY

"Q & A" is a great way to gather information that's directly relevant to you.

For the Month of July, send us your **#1 Sales & Marketing problem** in the form of a question to **SJones@GrowthStrategies.us** and we'll provide you at least 3 descriptive and relevant to your situation ANSWERS in a Reply.

(We may ask you for additional clarification or recent activity regarding your situation.)

Don't Pass Up this opportunity to "ASK AN EXPERT!"

We may post your selected question with answers on an upcoming *Advisory Minute!*

[Forward email](#)

✉ [SafeUnsubscribe®](#)

Email Marketing by

This email was sent to [sjones@growthstrategies.us](mailto:sjones@growthstrategies.us), by [sjones@growthstrategies.us](mailto:sjones@growthstrategies.us)  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Growth Strategies | 3455 Peachtree Industrial Blvd. | Suite 305-301 | Duluth | GA | 30096