



## The Builder of **SALES CHAMPIONS!**

### **March 2009 Newsletter** **Use an Intent Statement** **by Tom Hopkins & Pat Leiby**

I recommend the use of intent statements to set the stage for every presentation. An intent statement is designed to reduce sales resistance that is created by the unknown. When potential clients don't know what to expect next their minds tend to wander and their anxieties build.

Your intent statements tell your clients clearly what they can expect from your time together and relieve any sales pressure they are imagining. It accomplishes two very important tasks:

1. It introduces an agenda of sorts so everyone has a clear picture of what to expect.
2. It lets your potential clients know that it's okay to say "no." (No, I'm not crazy...read on!)

The agenda fulfills the protocol for every good presentation. You tell them what you're going to tell them. In essence it's a roadmap for the balance of your time together.

By letting them know it's okay to say "no," you'll be bringing down their innate defense barriers. This opens their minds to pay more attention to what you're saying than wondering when you're going to ask them for their hard-earned money. Too many average salespeople just dive right into their presentations without properly setting the stage and end up building sales resistance instead of taking it down.

Here's an example of an intent statement from my book, **SELL IT TODAY, SELL IT NOW - The Art of the One-Call Close** (co-authored with Pat Leiby).

"John and Mary, if you don't mind, let me explain how we will proceed today.

First, I'll tell you about our company.

Then, to customize my presentation to meet your needs, and to be as brief as possible, I would like to ask a few questions. Is that okay with you?



## The Builder of **SALES CHAMPIONS!**

Next, I'll show you the benefits of our product and we can discuss the details of the investment range.

Now, I represent my company and we both know it's my job to help people own our products. However, I'm not a high pressure salesperson. I just don't believe in it. I realize my product isn't for everyone. It may or may not be right for you. I just hope you'll keep an open mind as we talk today and at the end of our meeting tell me if this product might benefit you. That's fair, isn't it?"

Once you master delivering an effective intent statement you will see your potential clients literally relax their shoulders, possibly lean back in their chairs and feel a reduction in the amount of tension in the room. It's not unlike adjusting lighting in a room to set a mood. Start practicing its use today! To learn even more about reducing sales resistance, take advantage of this month's special product offer below.

### **TIMELY TIP**

#### **Know Before You Go**

Before you begin a presentation, hopefully, you have prepared, planned and practiced. Here are some thoughts on the type of preparation you should be doing:

Each and every piece of equipment you bring with you has been tested before your arrival. Everything works!

Your presentation has been beautifully customized and detailed according to this particular client's needs.

All of your presentation materials are ready for prime-time--clean, neat and well-organized.

If a power supply is required, you know where it is and have an extension cord with you.

You have dedicated yourself to protecting other people's furniture. You always place a pad or cloth under your demonstration materials. This includes anything you write on.



## The Builder of **SALES CHAMPIONS!**

There's truth in the old saying that a little preparation goes a long way! Invest your time wisely and you'll soon have more happy clients.

### **CLOSE OF THE MONTH**

#### **The Gaining versus Losing Close**

You will come across clients who are more afraid of not having the benefits of a new product, than they are excited about having them. For example, this fear may occur with a piece of manufacturing equipment that will put the client on the cutting edge and ahead of the competition. The fear that the competition will outpace the client may be the biggest motivation to own.

You may also find this type of fear in families where there's a lot of competition and they're always trying to outdo each other by having the smallest cell phone, the biggest big-screen TV, or the newest model of car or computer. In those cases, you need to build the emotional appeal and commitment to the product/service based on those facts. Nobody likes to miss out on the good things in life, so ask them how owning your product will make them feel. For example:

Phraseology: "Gee, what's it going to feel like to watch the Super Bowl on that new 60" wide-screen HDTV monitor?"

If the clients start talking about the excitement of having a Super Bowl party and watching the game as if they were right there on the 50-yard line, you can assume they're motivated by the fun and excitement of ownership instead of the pain of not owning.

After you discover what motivates the clients, close them accordingly. You can keep the sale closed by continuing to point out the pain of not owning or the pleasure of owning, depending on what pushes their hot buttons — benefits they've indicated that they want to own.