

James S. Logan & Associates, LLC
Special Report

A Prospect's Perspective
*Five Things Your Prospect Wants To Know Before They
Will Purchase From You*

by

Jim Logan

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Hello! I'm Your Prospect

Hello! I'm your prospective customer. I'm the leader of a team that represents a complex environment to sell your product or service. I don't have much time, I want to be in charge of the sales process, I want you to follow a set of criteria to sell to my organization, I want to control your movements in my company, and I want to set the ground rules for our relationship.

I'm researching your competition and will speak with them all. I've visited your website, read what you have available, and most likely will not visit it again.

This document contains the information I'm seeking and why. I'm looking for answers to five questions and issues as part of my decision making process – I'm searching for this information on your website, in your presentations, in your white papers, and in the words you choose to describe your business and offering.

I have a business challenge or opportunity I'm looking to resolve or enable and I *believe* I know what I'm seeking to purchase. I've looked at the information you've provided me and believe you and your competitors may be able to address my underlying business driver - I want and need this validated.

I have a budget, but will not choose the lowest cost vendor simply because they offer the lowest price. I'm looking for the best value from those that offer what I need to solve our problem or enable our opportunity.

I believe an opportunity exists for us to do business together. But before I can entertain your solution, there are five things I need you to address. I need to have a clear understanding of these five things before I can make a decision to purchase your product or service.

Here are the five things I need to know and understand before I can make a decision to purchase from you:

#1 Why Should I Care About What You Have To Say?

This is the basic issue of *what's in it for me*. I'm amazed at how many marketing messages, sales letters, and websites don't clearly address this question. No matter what you're selling, this question is active in my mind and must be satisfactorily addressed before I can make a purchase decision. I want to purchase benefits, not products or services.

I *believe* I know what I need to solve my business problem or create the opportunity I'm seeking, but I likely don't know all of the options and considerations. I want you and your company to be the expert and educate me fully on my options and considerations. I expect you to be the expert in the solution I'm seeking and offer expert advice. I have people that will validate everything you say, but I want you to lead the discussion and play the role of expert. This means you need to know my business almost as well as I do.

If when presenting and speaking about your solution you continuously refer to *speeds-feeds-features-functionalities*, then that's how I'll evaluate it. I have teams of people to run your solution through near endless objective tests. Given no other reason to evaluate your offering, I'll reduce the competition for my business to a datasheet and terms contest. The choice is greatly yours.

Every time you tell me about the *speeds-feeds-features-functionalities* you offer, I translate them into something meaningful to my business. I may miss something in translation, mis-translate something important, or miss altogether the connection of what you offer to something meaningful in my business. Unless you want to take the chance I may miss something, you need to make these translations for me.

Behind my interest, RFP, and inquiry is a business driver – something my company is trying to achieve or avoid. It's this business issue that presents the greatest opportunity for your company to win my business. You need to make it clear how you address my underlying business driver - enabling an opportunity or solving a problem.

#2 Why Should I Do Business With You Instead Of Your Competition?

If you can't clearly tell me why I should be your customer then I won't be. We live in a world with options, lots of options. I need to understand exactly why I should give you my money instead of giving it to your competition. And it needs to be a reason I value.

If I don't believe I should do business with you, I won't. I need to know why you're the one I should give my money to and *what's in it for me*. This isn't about how great you, your product, or your company believe yourselves to be. This is all about me and my business and why I should do business with you as opposed to countless others in your market hungry to take my money.

Your story and its match to my needs, wants, and desires needs to be convincing and compelling.

This isn't a call to attack your competition – I don't want to hear about how terrible you think they are. This is a call to tell me what's unique about you.

What can you do for me that that no one else does? What's different about your offer? You have a lot of competition, there are many companies in the world that on the surface appear to offer exactly what you offer...why should I buy from you?

Life isn't fair, there are no rules that say I have to buy from you. So, you need to give me reasons to buy from you instead of your competition: tell me what's different about your company and offer that I should value, prove your ability to deliver the benefits I want to purchase, impress me with response times that benefit my business, give me a breadth of purchase options, tell me about your unique skill-set or expertise, tell me about your business affiliations and relationships, etc.

In simple and direct terms and language, tell me why yours is the company I should trust and join in business.

#3 Tell Me Why I Should Believe You

This is a big one. You've offered me benefits, made promises, stated guarantees, and asked me to trust you and be your customer. What reasons have you given me to believe any of it?

I want testimonials and risk reversal. I want to see you've done work like this before and are competent in what you offer. If you have awards, certificates, or other recognition of your success – show me.

It's not that I don't want to trust you, it's that I'm not sure how.

Give me something strong to believe in your ability to serve me to my satisfaction: offer me a no obligation trial, defer my payments, package non-returnable bonuses I value, tell me who your customers are, cite your best success stories, give me testimonials, offer to let me speak with satisfied customers, give me case studies from real customers, show me your awards, tell me about your longevity in my market, etc.

Give me as much as you can to raise my level of confidence in your company and its ability to serve my company's interest. Give me as much as you can to reduce my risk in becoming your customer.

I have to believe in you and your company or I won't purchase from you. This is not a negotiable item.

#4 Make Me An Offer

If you don't make me an offer to be your customer, you likely aren't in business.

Offer me something to act on. Give me a deadline to respond, offer a bonus or premium to join, and give me an incentive to act. Whatever you give me, make it something I value and make sure it compliments your product or service. I'm not insulted by an offer, I'm hungry for one. Give me something to consider becoming your customer.

If you want me to register, call, write, visit, refer, fax, vote, purchase, or otherwise do something...build your case for why I should and offer me something to do it in the time-frame you wish. Don't be afraid to clearly ask me to do whatever it is you want me to do. Don't imply your offer, hit me over the head with it.

I'm not insulted by being asked to be your customer. I don't mind being persuaded. I want to know why I should act and want you to *knock my socks off* with a compelling reason to act now.

When you make me an offer, use simple, clear, and direct language. You don't have to use these words, but this model works for stating your offer: *If I (fill-in the blank), will you (fill-in the blank)?*

Don't use *cheesy* trial closes, but don't be afraid to ask for the order. This is a business conversation we're having and a business relationship we're considering. It's fair and expected for you to *qualify me* and my company to make a purchase. It's okay to ask about our financial security, credit references (if financing is an option), competence of technical personal, a ability to deploy against a demanding schedule, etc..

The bottom-line is I want to entertain an offer to be your customer – an offer that has a high value and addresses the business driver that's leading this opportunity.

#5 Don't Take Me For Granted

Once I'm a customer, make me feel appreciated and valued. I have a lifetime revenue stream to give you or your competition. If you want it...earn it.

You don't have to do anything crazy, you don't have to make wild promises or give post-sales services away. I understand you're a business and respect the fact that not everything can be free. But I expect value. I don't want to be nickel-n-dimed for everything.

Don't make promises you can't keep, don't withhold information from me that allows me to make business decisions, don't make decisions for me, and don't bring me solutions without answers. Before I decide to become your customer, I'm trying to evaluate how you'll handle these things.

Assuming I'm your customer, let me know how you'll take care of me. Let me know why you'll never walk away from me after the sale. Let me know how my interests will be watched over.

Send me a newsletter to keep me up to date on the market and your company, drop me a card once in a while with an offer or tip, remind me of industry events, make me an offer that's limited to a small group, include me in a opportunity your business is involved in, educate me on the latest offering and industry trends, and make sure I'm aware of all available upgrades and the risks associated with both upgrading and not.

Take care of me and I'll be your customer for life. And in that life I'll spend tenfold my initial purchase, I'll refer business your way, and I'll endorse your company and offering whenever asked.

Fail to serve me after the sale and I'll leave at the first opportunity. And I'll tell others of my disappointment with your company...not because I'm spiteful, but because I owe it to others to not let them make the same mistake.

Closing Thoughts From Jim Logan

There are the five things your marketing and sales campaigns should address that's guaranteed to boost your sales and make you and your company more money. Are there other things you can do? Sure, but these five things get you making more money than any others, maybe all others combined.

One thing to *beat once more* - simple, straightforward, plain-speaking messages beat clever, cute, and implied messages every time. Don't use complex words, sayings, or cute language. Speak to your prospects in a direct manner and leave nothing implied.

Take the five things I've outlined in this document and make sure your copy, website, sales scripts, and presentations clearly hit on each item. Use these five items to test your message. Add anything that's missing and make stronger anything that's weak.

Be brutally honest with yourself. If you're failing at any of these five things, correct it. Better yet, take whatever effort you have in all these things and double, triple, and quadruple them. It's that important. And it makes that much of a difference in your business.

What You Should Do Next

James S. Logan & Associates, LLC has developed a *30 Minute Lead Generation Tune-Up* which we conduct over the telephone with you and your top staff members. Here is what we accomplish together in this fast-paced, zero-nonsense session:

- **Effective Lead Generation Tactics:** There are countless things you can and may be doing to generate leads, but as with all sales, lead generation, and marketing activities it's not what you can do, it's what you should do. We'll explore a range of activities best suited to your offer, target prospect, and sales cycle.
- **Positioning:** Successful lead generation and sales is all about positioning. And positioning has little to do with your actual product or service. Positioning is about the space you create within the mind of your prospect. We'll evaluate your positioning and offer suggestions as necessary to best capture your prospect's time and attention.
- **Call To Action:** Every lead generation, sales, and marketing activity requires a call to action. Without one, you're basing your success on the chance your prospect *gets it* on their own. We'll discuss your call to action in your existing lead generation efforts and offer ideas to increase response rates and tightly integrate it into a holistic sales campaign.

The *30 Minute Lead Generation Tune-Up* is conducted by the principal of our company, Jim Logan, who has successfully led countless lead generation campaigns to access executive decision makers in both the public and private sectors. This consultation will not be a thinly disguised sales presentation; it will consist of the best intelligence Mr. Logan can supply in a thirty minute time span. There is no charge for this call, but please be advised the call must be strictly limited to 30 minutes.

This consult will typically take place within 1-2 weeks of your request. To secure a time for this consultation, please email info@jslogan.com and we will advise you regarding available time slots. We'll also provide you with a pre-consultation questionnaire that will prepare both you and us to get maximum value in the shortest amount of time.

About James S. Logan & Associates, LLC

We're in the business of growing *your company's revenue* - in the time-frame business leaders, investors, and shareholders measure most - this quarter, this year. We will accelerate your revenue by increasing your number of customers, increasing your average sale, and creating repeat business.

We are a company of sales and marketing professionals focused on addressing the only three ways to increase your business revenue - earn more customers, increase your average sale, and increase the rate and volume of repeat business.

We're focused on generating *immediate revenue*, developing our services around the process of acquiring customers with existing services, products, and feature releases. We believe the key to revenue success is shaping the rubrics cube of existing features and functionality into real customer benefits, wrapping it with true differentiation, and clarifying reasons to believe in your company.

With extensive experience in working with both domestic and international Fortune 500 companies, government, and multi-national enterprises, we have the demonstrated ability to position solutions in support of business and revenue objectives. We have extensive experience working in high-profile complex B2B sales, business, and operational environments. Our sales, business development, and marketing know-how and expertise are instrumental in increasing revenue and growing a profitable business.

We will increase your company's revenue!

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