

Documents Of Proof

Having documents ready and nearby can be crucial for your sales success.

Especially when you are in the marketing phase of your sales process. Where you are educating the prospect and making sense out of your solution.

Showing prospects documents such as:

-Details

-Prices

-Descriptions

-Reviews

-Success Stories

Etc

ARE VITAL.

Especially reviews and success stories.

Reviews and Success Stories hold huge power in moving the prospect towards a buying decision.

Simply because of the "Herd Effect". The Herd Effect is a psychological law, simply means that individuals make up their minds based on their observations of how others made up their minds.

The thought process is something like this:

"If everybody else wants it, so do I!"

Or

"If they like it, so should I"

Or

"If everybody says so, it must be true."

So when you get your prospect to see positive reviews of your product, the prospect can see how he will experience your product as a new buyer. He has the chance to place himself into the shoes of other customers.

When you show success stories, the prospect can realize the potential benefits of your product that much more intensely and certainly.

After all... "If it worked out for others, it should work out for me too!"