

## How To Stand Out

You wish to stand out, and you wish to make whatever you represent stand out.

Why would you wish for such a thing?

Because it allows the prospect to give a unique and additional thought of evaluating.

You don't want to just show up in the office of the prospect holding a device you wish to sell, the prospect takes one look at you and what you are holding and immediately goes "ah.. not again!"

Why would that happen? Because the prospect just took a look, and made instant associations, and these associations obviously didn't work out in your favour!

He has a mental storage, in this storage there are folders, each folder is titled as something else.

A few of these folders are titles something similar to:

- Scam
- Typical MLM
- Ponzi Scheme
- Pyramid Scheme
- Headache
- Money wasting
- Useless

And prospects are quick to file things, and you might get filed in one of these mental folders pretty quick.

So you wish to stand out. Even if the prospect have seen similar products, or sales people, or sales pitches.

But then, how do you actually stand out?

By comparison. You want to explain, and show your prospect how you and what you represent might be different than those other garbage in the folders.

You do this by comparing you and what you represent to other similar things or people, AND THEN explaining what makes you and your product unique and or special.

Then proceed at proving it. Demonstrate it.

You might be different from other sales reps because you have a great communication ability, and you listen and actually understand and want the best for your customers. If needs so, say it! Then proceed at proving it! Give advices, hear the prospect out!

Same goes for your product.

Good luck!