

Market Through Demonstration

Effective Marketing is about showing a product, its features, and making it more “real” or “realistic” in the eyes of the prospect.

Meaning, when you first talk about your product/service, it might seem like a vague concept for the prospect. When you show and demonstrate the product/service and market it, it will become more realistic.

That is what you want to achieve.

So the prospect knows it exists, how it exists, has a clear concept of it. It becomes more real.

And you want your solution to be more real, because then the prospect can think with it.

Only then the prospect can think with it. And when a prospect can think with something, he can plan with it, he can incorporate it in his future, or at least his future’s plan and action.

Which increases attachment, familiarity, and with it the likelihood of a sale.

So you got a product? Give it to him. Let him touch it, let him use it, let him create a bond with it.

If not possible? Show it, give him a guide on how to use it, demonstrate it yourself.

If you got a service? Give him a mini service, or a part of the whole service, so he gets a realistic idea of the whole service.

Not possible? At least draw it down, write it down. List the features and benefits. Draw him using the product, or the service.

Effective communication is conveying ideas. Getting ideas through. Marketing is one of the best ways of doing that.