

-Marketing In Essence-

(Part 1)

Instant Training by Adam Vizler

(Taken from the Definitive Cold Sales Course)

What is Marketing in Sales?

We know Marketing as the general “communication to masses” type of thing. Broad distribution of promotions and brochures.

Fancy ads and videos online.

Fliers and letters and emails.

Yes, that is marketing.

But there is also a marketing in one-on-one personal sales interactions.

Marketing means to push something into a market.

And that action involves certain steps. Like making your product known. Understood and demonstrated. Detailing its specifics and positioning it.

You see how it applies also in sales?

For example, how are you going to sell a product if the prospect has no idea of what it is? It's specifics and prices? If he is lacking knowledge of your product?

So in sales we do that. We introduce our product and explain it to the prospect to the point where it “makes sense” for him, and until the point where purchasing seems “the logical decision to solve the issue”.

That is marketing in Sales!

How to do Marketing in Sales?

Just go over some or all of these following bullet points:

- Product's name
- Product's specifics
- How it works
- Why it works
- What it solves
- Its backstory
- Its future
- What its similar to
- What its different from
- The product's price
- The product's implementation/usage
- The product's benefits
- People's reviews, testimonials
- Etc....

You get the point? Each bullet point is to clear up confusions, increase knowledge, increase certainty, increase logic. Making the prospect understand that this will solve his problem.

You can explain this to the prospect. Draw it down. Write it down. Give a demonstration or just get the prospect to envision it.

Be as specific as you possibly can!

In essence. That is marketing. Plain and simple.

For more head over to www.competentskills.com

