

Marketing Step

Marketing in the sales pattern means making your solution (product) logical.

You want to achieve that the prospect understands the solution , and it makes sense for him.

You want the prospect to be certain about the solution.

How to increase certainty?

Describe the product: Explain the features, what it is, how its used, why it is used, what is the price, where is it from, who is it for, what its made of, how long it takes to make it etc.

Show it: Do a demonstration, give a product tour. Show a picture or videos. Let the prospect see it, touch it, use it.

Position: What is it similar to, what it is not similar to. Who used it. What people thought of it. Relate it to something that the individual is familiar with, and likes it.

Make the solution understandable, make the solution make sense!

Once the prospect says: It makes sense, or I understand, and has no more questions, you can move onto the next step.

That's the marketing step, and that's how you do it.