

## Repetition Of Message

Even Marketers cant agree!

Some marketers say a message has to be repeated 5 times, some says 7 times until a concept really gets through to the prospect!

According to some statistics 5 follow up calls is required before closing a deal.

These are of course averages.

BUT, it really hammers home the point that an attempt has to be made several times before we reach the end result we wish to reach.

It is just like that is sales. You wish to convey a message. Like your product is the best quality out there, you will need to repeat this in different ways as many times as necessary for the prospect to really understand and get it.

You will need to hammer home the importance of why purchasing now is vital to solve the prospect's pain point.

You might want to get the prospect to repeat his pain point several times in different ways for the prospect to actually realize he got a severe pain point that needs to be solved.

Of course don't be repetitive!

You might get the prospect to talk about his pain point through several different viewpoints by varying your questions.

Like:

"What is your issue you wish to solve?"

"How does that make you feel?"

"When and how did it start?"

"How does that look now?"

"Why is it so important for you to solve this?"

And you can always say “tell me more about it.” Or “can you please explain what you mean”.

You have as many approaches as many ways you can ask or talk about a subject.

Happy closing!