

Tailor Make Your Offer

Everybody understands themselves. And it wouldn't be too far from the truth for me to state that everybody ONLY understands themselves and no one else.

An individual has his own:

- Interests
 - Ideas
 - Concepts
 - Understanding
 - Viewpoints
 - Words
 - Expressions
 - Characteristics
- Etc

Now the way people are talking to each other, is through a translator.

Meaning: What you have in your head, might not be expressed the same way to others. Not unless you wish to get understanding and agreement from others.

That is why people are using a translator. Which translates concepts from one person's understanding into words and expressions through communication into something that the receiver individual can understand.

The better your translator is, the more effective you are at influencing people and getting agreements and understanding.

Think about it. Great influential communicators can form their ideas into expressions that you can understand, relate to and agree with!

Bad communicators on the other hand have a horrible translators or non-existent translators.

Sometimes smart people are like this. They talk to average people about concepts that are beyond their understanding, using words that are not in their dictionaries, and talking about subjects that is irrelevant to them.

If you order something from amazon. And get a package from eBay a few days later you will not even look into the package. As you didn't order this! This is obviously not for you! Even if inside the package is EXACTLY what you ordered. You wont know, because you wont even open it.

This is how communication works. If you want people to understand and agree with you, you need to package your concepts, ideas and message in a way that is familiar to the receiver.

So use the prospect's language to get a communication through to him!

Use examples that is relevant to his interest, his identity and experiences.

Use his words and expressions. Talk about relevant subjects. And talk in a way that is relatable!

With that, you will package your offer well.

This is how you tailor make your offer. You make it about the prospect!