

How to Make it About Them

By Jenaé Rubin

You've heard a million times by now to make your sales *About Them*. But how do you do that????

Here's one easy way how. Take a look at a recent letter or proposal you wrote. Count how many times you wrote "I" or "we." Now count how many times you wrote "you" and "your." If you're like most people, there are ten times more "I's" and "we's" as there are "you's" and "your's." Reverse that! When you write in "I" terms, you write about yourself. When you write about "you," well... I think you get the picture.

I say this is easy because the tactic is. The execution is challenging... until you get it... then it's a snap.

Think about your Prospect's goals and obstacles. Write about helping them achieve their goals and overcome their challenges. Write about what *they* are looking for *not what you are providing*.

Succeed at this challenge, and your letters will be read *and you will be chosen with much less need to negotiate* because you fulfill needs.

What do *your* prospects want from you?

I tell my magazine publishing clients, potential advertisers don't want to buy ink on paper. They want what the ink does for them... bring their stores more traffic, improve their reputation, create recognition so their salespeople have an easier time getting in, etc. *What do your prospects want from you?*

Focus on this, and you'll have a winning formula.

Welcome to Stress-Free Selling®,
Jenaé Rubin

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