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Pain – Here’s My Point

Many times we wonder why our prospective purchaser isn’t jumping up and down about our new found pain we just presented to them.

We think they should be jumping out of their seat, giving us a hug and thanking us for finding such important money saving ideas on their problems.

Or they should be seething mad that they have wasted all of these hard earned profits and can’t get it back. They should be pounding the table in fury and demanding to be repaid this money.

Why don’t they?

Here’s why? They either don’t understand how important our point is or they are pulling a ‘cool hand luke’ on you. Here’s a hint. ‘Cool Hand Luke’ is hard for them to play and they know it.

Here’s the reality.

They just don’t get your point because it’s all mixed up with the forty-nine other things on their mind. Here’s what you do. Once you have delivered your acute pain findings follow up with this statement....

Here's my point, Mr. Prospective Purchaser.....

In our case, if I find that their experience mod factor is wrong by seven (7) points because of a claim, here's how I deliver this information to them.

Mr. Prospective Purchaser, because your experience mod factor hasn't been forensically tested in the experience mod research lab, it should be a .90 instead of your current .97 factor.

Here's my point. This has cost your company \$768 in wasted profits. Can you afford to let these kinds of profits go to waste in this terrible economy?

You have to 'hit prospects right between the eyes' for pain to sink in and have the effect you want.

By simply using the three words "**here's my point**", you achieve what you want. It is a dramatic separator and gets your point across in a straight forward fashion.

'**Here's my point**' does this for you:

- Wakes up your prospect
- Makes them acknowledge the reality
- Gets the pendulum moving in the sales process
- Brings them into clear focus about this problem

Use this clear and effective phrase '**Here's my point**' each and every time you deliver pain to your prospects. Fully expect them to not get your point unless you deliver this to them. You will find your pain then will hit home – exactly where you want it. Next issue is how to follow up this approach with '**Here is why this is important**'.

Upcoming Events

Tampa Sales Boot Camp

May 28 – 29

June 25 – 26

July 30 -31

August 27 – 28

September 24 – 25

October 29 - 30

Kevin Campbell is the founder and CEO of Campbell Sales Institute, a leading developer of sales success throughout all industries. He has authored a book titled, *Seventeen Ways to Save Money on Workers' Comp Expense* and his unique sales system of PERFORM which is offered to ambitious sales professionals. As a sales coach and mentor, he gives seminars and sales meetings. To find out more, please visit www.campbellsalesinstitute.com. Kevin can be reached at 850-832-7699 or by e-mail at kcampbell@campbellsalesinstitute.com.