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And This Is Why It's Important!

Do you recall your last **Paper Tiger** Newsletter explained how your prospective purchaser was playing a 'Cool Hand Luke' with you as you delivered your pain symptoms to them?

If not, please return to this Learning Experience and review and focus your mindset into this important pain stage.

Here's what you deliver next:

Simply follow up your 'Here's My Point' with the next powerful connecting statement of.....

And This Is Why It's Important!

"Mr. Lo Emotion, This Is Why It's Important.... You are looking around and making painful decisions about whether to keep this employee or that one. These wasted profits we are finding on your workers' comp expense will help you keep one or more of your people earning a living."

Let's say it another way:

"Mr. Lo Emotion, This Is Why It's Important... You are scratching and clawing to earn enough profit to stay in business. These wasted profits of \$1,315 we have found in your workers' comp expense can help you do just that."

Let's top that.

"This Is Why It's Important, Mr. Lo Emotion... What if you could find how much wasted profits on all of your other 39 items on your P & L statement? You can have enough profits to make all of this effort and sacrifice worthwhile."

This One is Easy to Remember and Deliver:

“Mr. Lo Emotion, This Is Why It’s Important... workers’ comp insurance is a necessary expense of doing business...just make sure that you’re not paying too much! Here’s your opportunity to make sure you’re not overpaying.”

And the tipping point winner is:

“This is why this is so important, Mr. Lo Emotion....What if your competitor is not discovering how to gain an unfair advantage like yourself right now?

So there you have it. Five powerful and proven techniques to get your prospect to buy from you in the most effective manner – emotionally!

Remember: When you deliver pain symptoms to your “Cool Hand Luke”, follow up with two simple and profound statements.....

Here’s My Point...And This Is Why It’s Important!

Upcoming Events

Tampa Sales Boot Camp

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.