

Market and Sell Creatively

Creativity is a natural characteristic of all Top sales people.
Creativity is a matter of self concept.

Every one of us when trying to survive especially becomes extraordinary creative. Just remember the TV serial MacGyver.

Every one of us when trying to date a beautiful person becomes surprisingly creative and starts showing our selling abilities to convince, persuade or seduce.

Many of us think, however, that we are not creative.

Believing that we are not creative keeps us away from being it.
Believing we are, will end up with creative solutions.

Creativity is necessary in several areas of our lives, so we don't have to say that we don't have enough time to build up our creativity.

Believe me; it is worth an investment, even for long term. Don't wait for tomorrow to commit yourself to doing it.

Act Now! Learn with PASSION!

Creativity is stimulated by focused questions, by pressing problems and by a burning desire to achieve some goals.

The more intensely we desire to accomplish something, the more we become involved in this accomplishment.

The more focused and specific the questions, the more creatively we are in answering it.

Now, you may certainly ask:

What can you do in your business to improve it creatively?

1) Find new and better prospects:

You have to be very creative to discover what can cause people to buy, because a lot of people have an incredible resistance and they don't want to tell **you** why they have to buy your product.

Why? Simply because they know from experience that if **you** find out what they really enjoy and keep repeating your argument over and over again they will be too weak to resist it.

No one wants to be in a weak position, Do **you**?

Always **remember** that is very good to say I have a million prospects, but I think what would be so good is to say I have a hundred thousand lifetime targeted consumers ready to buy again and again.

2) Create sales that don't exist:

Always **look** for unsuspected sides and areas of **your** business, and dig for the hidden assets, **you** will never regret it!

One way to come up with sales that **you** believed doesn't exist is to compare **your** business to a completely different business.

If **you** are in the internet marketing for instance, look at the airplanes companies and how they advertise. An article has been compiled for **you** and should appear on our website.

3) Peak sales attitude:

This apparently has nothing to do with business, overall costs or start-up phase, but for *me* and for other *top-achievers* it is not only *important* but also *vital*.

Let me explain...

Your success or failure is strictly linked to your attitude when **you** are in **your** business. **You** can consider any advice from any guru or expert you want about looking only at your prospects and products, but **you** can't deny what I am going to *reveal* to **you**.

Your personality is *very important* to determine **your** business fate, whether it is a descent to hell or bags of money every day your business works for you.

Getting motivated about your business is a very driving motive to stay at the *top* of the market.

So let's summarize:

You can improve your business creatively by:

- 1) Finding new and better prospects:
- 2) Creating sales that don't exist:
- 3) Peak sales attitude:

This subject is so wide that we could not stop writing about it, but fortunately for **you**, we have selected the best texts and compiled a lot of powerful resources too be included in the Psychology of Marketing and Selling section at

www.octopusmarketing.com

You will also find a lot of new thoughts and tactics to improve your life and your business life too.

Now, let's see the ...

Basic Foundation of Creative Marketing and Selling:

Creative selling begins with better knowledge of **your** products.

The fastest way to increase **your** income is that you spend more time with better prospects.

Finding better prospects requires analysis and planning.

Basic analysis begins with three questions:

- 1) What are the five to ten most attractive feature of **your** product?
- 2) Why should somebody buy **your** product?
- 3) What is unique about **your** product?

Know the answer to these before preparing a sales presentation.

What needs of **your** prospective customers do **your** product's features satisfy?

What benefit does it offer? What is in it *for* the customer to purchase **your** product?

Every customer is looking for benefits not for features.

Features are simply means to an end.

Aymen Boughanmi

Why should they buy it from **you**?

What do you *offer* that others *don't* offer?

Don't look at everybody as a prospect of equal value, but in some cases, a customer can be worth a hundred times of value of another prospect.

If you are to fish, fish for whales not for baby fishes.

Who exactly is your customer? Who buys your product or service right now?

Then...

Who might be buying it in the future? What direction is your market going in?

Why does **your** customer buy?

Who or what is **your** competitor? Who is **your** major competitor?

In some cases our major competitor is the ignorance of the market.

People simply don't know that **your** product is available, make them know, advertise like crazy, target your advertising effort.

Be selective and a little bit demanding about **your target** customers *because* it is a lifetime relationship that **you** are looking for with them.

It is very important to know who is **you** are competing against.

What is your competitive advantage?

What is your area of excellence in your product or service?

What is your unique selling feature?

What you have to offer that nobody else has to offer?

This only is the key to develop a selling presentation.

Thanks to the man that invented this method I am going to *reveal* to **you** and to every other person involved in teaching such method.

The creative method developed by Earl Nightingale: The 20 Ideas Method.

Take your key-problem, your most pressing goal, your most pertinent question and you write it first thing in the morning in a top of a piece of paper in form of a question.

How can I use my time better today?

Sit down and write twenty answers to the question.

All you need is just one good idea that is a little bit new.

So now that you have a clearer picture of how to creatively market and sell, let us take the subject of:

Approaching the prospect:

1) **You must break the preoccupation of your prospect:**

Every single person is too occupied. Unless **you** break the preoccupation of **your** prospect **you** will never get your first base to make your presentation.

Allow yourself to smash their preoccupations away for the time **you** are presenting your offer.

The most successful salesman who uses the breaking method is the seller of glasses, who come with a hammer and walk in a prospect and say: do **you** want to see a piece of glass that doesn't shatter.

He performs the shattering act in front of him while the customer hides his eyes and then looks at the intact piece. Then he hits him with: How much do you like?

2) **A good opening, a good strong question:**

It gets the person *alert, interrupt* what he was doing so that you get his complete *attention* and he is willing to listen to **you**.

Give yourself only twenty to thirty seconds to get your prospect's attention. Don't worry; it is easy when you practice.

I'll give **you** a hint: every time **you** are in such situation, remember my voice talking to **you** about what to say and what to do.

Remember this phrase:

*Yes, **you** can do it!*

Ask a question based on the major *need* of the person who makes the *decisions*. Your opening question must answer this question:

Why should I listen to you?

The next one that might be generated by your opening question is:

*What is in it for me? How can **your** product improve **my** life?*

Your first selling job is to get your person to listen to you.

The customer wants to be sure that you have something important to communicate, he want to make sure that you are talking to the right buyer.

Make also sure that your visit will be short. So assure them very early that you are only taking a couple of minutes to tell them about this benefit that you are suggesting.

They want to be sure that they are not placed under any obligation or high pressure.

Tell them: May I ask **you** a question, mostly they will say: yes.

Would **you** like to hear a proven method that can increase **your** sale by 30% per year?

Now, the person has to think about the question before anything else.

Be polite and respectful and say:

I would just need about ten minutes of **your** time to show **you** what I have got and *judge for yourself*.

Repeat this phrase two or three times: ***you** can judge for yourself*.

They will then ask you: what's it?

Say:

I would like to tell **you** what it is, but I have something that I have to show **you**...

And then, you can decide for yourself.

Don't make the mistake that a lot of people do about telling how about tomorrow at eight. Give them the choice.

In selling and advertising, also give two or more choices, so that the customer is seeing his *freedom* to make the decision to choose.

But either he choose A or B, you have arranged that either A or B means ***Benefits for you***. You've got the point?

I know you are intelligent, so apply it and thank me ;-)

So keep asking: how about the morning after that? Keep asking until the person says: yes you can come in at...

Say I've got my day time right here, is yours handy? Why don't we set a time right know?

Always call and confirm before you go. I don't want you to live hard disappointments.

People are enormously curious, so profit from this human treat before its extinction.

Look, I think it will more practical that I drop by your office tomorrow morning and deliver to you myself, would you be there?

Build expectancy; increase his interest in what you have to show him.

Before you go to see your prospect, you take a few seconds and imagine a great clear picture of yourself completely relaxed. You can also remember me and what I have said to you :)

*Yes, **you** can make it!*

Thank you very much for your time, you are really going to enjoy what I have to show you.

Your life will change! Positively!

Sincerely,
Aymen Boughanmi

