

Proposals & Presentations

Segment 2: Remember the Number 1's

There are 3 Number 1's that everyone should remember in their professional sales life to increase their effectiveness and sales

The First Number 1

Remember the #1 radio station WII-FM = **What's In It For Me.**

It is important to remember that is the mindset of any client. They are not interested in the number of awards that your paper may have won, the products you have or anything else about your company.



Your clients are interested only in **What's In It For Me (WII-FM).**

It is up to you as the salesperson to connect the dots for the client. They cannot expect the client to leap to an understanding of what the products can do for them. That takes us to the next number 1.

The Second Number 1

Everyone's # 1 Laundry Detergent is **FAB = Feature-Advantage-Benefit**



An example of this would be with a proposal for a restaurant. The offering may include:

Features: 2 column x 5" ad in **full color** each week in the **highly read / award winning** Entertainment Page for 13-weeks offering at a **discounted rate.**

But what is the **Advantage** of this offering that will interest your client?

Advantage:

- full color -> **stands out & will likely be seen**
- highly read/ award winning -> **ensures targeted readers**
- 13-weeks / discounted rate -> **frequency = results**

How do these **Advantages** become attractive **Benefits** to your client?

Benefit:

Proven, active, curious audience **seeking dinner**
Will **not miss YOUR “stand out” message** each week
becoming **YOUR customers, cost effectively!**

FAB is best used when it's elements match closely with your client's immediate needs that you uncovered in your ascertainment. FAB will enable you to help your client move from their A (things as they are today) to the much wanted B (what your client wants to achieve in the near term).

The Third Number 1

is from a Super Salesman from the 30's, **Elmer Wheeler**, who wrote the book, “Tested Sentences that Sell”

His strategy can be summed up into a single thought. This phrase best exemplifies when a salesperson is connecting a Feature to an Advantage and Benefit.



*Whenever you are selling the steak, don't sell the steak,
sell the sizzle.” - Elmer Wheeler*

These 3 Number 1's are essential to the development of your presentation to your client. Once you understand your client's As & Bs you can answer that question “What's In It For Me” from what you discovered in your Ascertainment.

From that point you build your FAB with elements to match your client's immediate needs. Your FAB needs to be able to have what it takes to solve their problem and take them where they want to be.

The sizzle is what sets the appeal. It is not merely a matter of discussing features. You will need to engage the client by connecting the dots from how your solution's features and advantages will bring them the benefits that will move them from their A, short term needs to their B, goals and objectives. This process will elevate your rapport and value with your client and help establish you as a professional consultant that will help them grow their business and help you increase your sales.

Knowledge Verification: Segment #2

Remember the Number 1's

Question 1– Which of the following is an **Advantage** for the client

- A. Full Color Ad
- B. Ensures Targeted Readers
- C. Award Winning Newspaper
- D. 13- week offering

Answer: _____

Question 2 – Which of the following is a **Benefit**?

- A. full color ad
- B. reaching your customers cost effectively
- C. ensures targeted readers
- D. discounted rate

Answer: _____

Questions 3 – How would you effectively utilize FAB to connect the dots for your client and realize that your media solution will fit their needs? Use an example of a current advertiser or prospect that you have previously met and will be approaching within week.

Answer: _____

Questions 4 – Write the progression of the following Feature and how that would evolve to an Advantage and then a Benefit for your client.

Feature example: highly read and award winning local newspaper

Answer: _____

Answer: *should show that the Advantage is reaching a large local audience in a respected medium. The Benefit is that your client will reach a large local audience who is engaged in the news of the local community and business.*