
September 2011 | Exhibition Guru

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Are you connecting benefits?

Think back to when you have gone to buy new or second hand car, most sales people launch into the features of the car, it's leather seats, 18 inch rims, dual airbags, price, etc, etc.

These are all features that sales and company people are very proud of and love about their product/service. We all default to these but they don't really sell your product without the end benefit to the buyer being triggered.

Benefits are why the visitor(client/prospect) will love your product(s) /service(s) – what a feature will do for them.

This month I thought the focus should be on focussing the message of the stand and the pitch to the benefits, as these are why people will ultimately buy. It either meets their specific needs or you can tailor the pitch to meet their needs.

One of the most important aspects of this is the qualifying stage to learn as much about the prospects needs as you can.

By listening to a prospect's responses, you learn which way to take the conversation. Thus the answers will validate the direction your questions will take—or not.

The basic philosophy is never assume a prospect understands what your products or services are and how they are utilised.

My approach to this would be as follows: list the product /service, what is its main feature and then try and list three benefits to the end user:

Product/service:

Feature:

Benefit A:

Benefit B:

Benefit C:

This then can now form part of the sales pitch and your key signage message to make people stop at your stand.

Remember a good salesperson questions, LISTENS and adapts – it's a poor salesperson who talks and talks.

If you're not already doing it, focus your message on the benefit your product/service brings to them. Do it in advance through advertisements and communications, on the stand through signage and, of course, ensure staff focus on it.

You may be very surprised how it will affect your sales.

IN A NUT SHELL:

Have the benefits scripted so that it flows as part of the sales message and you will find focussing on the benefits will deliver greater benefits back to you!

See you on the floor.