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## **About Niches – A 6 Step System**

**By Patty Baldwin**

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# Disclaimer

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by Patty Baldwin

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## Introduction. . .

Chances are you've already heard the current hoopla about niche marketing. You know that at every turn you are reading about the importance of selling to a specific niche.

The truth is, **all** marketing is niche marketing. Ask anyone who sells products or services offline and they are likely to tell you that what works to make a sale to one person might not necessarily work for another.

The problem with most people who want to start a business online, is that they have no basic sales background. Not all, but in my experience the majority of folks have no concept of “the anatomy of making a sale.”

If you understand what it takes to make a sale offline, it's a much easier leap to selling online. Make **that** transition and the next (selling to niches) will come much easier.

The purpose of this ebook is to help you understand good, old-fashioned sales techniques that have worked since the days of King Solomon. And, one never needs to sacrifice principles and integrity to make those sales.

Learn the “basics” and when we move into the “niche marketing section,” you will see just how simple it can be.

Why should you listen to what I have to say? Because I've “been there and done that” and have also taught others to do the same.

I served within the Better Business Bureau system for upwards of 15 years as Vice President of Membership Development for the Better Business Bureau of New Mexico and Regional Manager for the National Council of Better Business Bureaus in Washington, D.C.

After leaving the non-profit arena, my experience led to the field of small business promotion and advertising. I

accepted the challenge of advertising director for a small, start-up, community newspaper in here in my local area. In six months the paper grew from a bi-weekly to a weekly publication, **increasing revenues by over 400%!**

The principles I outline are the same that I have used in training hundreds of outside sales reps. Put them to work and they will help you too.

Let's get to it, shall we?

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## Getting Started. . .

### ***How to define your product***

Let's assume that you do not have a product to sell and want to create your own ebook to sell online. Where do you begin?

Pull out 3 sheets of paper. On the first sheet enter the numbers 1, on the second sheet, number 2 and the third sheet, 3. At the top of each numbered sheet enter the following:

1. Things I enjoy doing.
2. Jobs that I have had.
3. Specific skills that I have.

Beneath each of those titles, list everything that you can think of that applies to that particular phrase. Don't spend a lot of time and enter the first things that comes to mind.

Some examples might be:

- 1. Things I enjoy doing:**
  - gardening (vegetables or flowers)
  - sewing (what do you sew?)
  - sports (tennis, soccer, etc. be specific)
  - going to the movies (what kind of movies?)
  - camping (where do you camp?)
  - shopping (for what?)
  - travel (where?)
  - volunteer work (where, how)
- 2. Jobs that I have had.**
  - delivering newspapers
  - waiter or waitressing
  - delivery person
  - admin assistant
  - sales clerk

truck driver  
manufacturing  
sales rep  
volunteer worker

**3. Skills that I have:**

mechanical aptitude  
computer skills  
quick learner  
communication skills  
good cook  
common sense  
self-reliant

Set aside your lists for at least 24 hours. During that time, if you think of anything else that needs to be listed on the pages, go ahead and do that, but otherwise let them sit for at least a day.

Let me emphasize the importance of not trying to cram all this activity into one session. Merely taking the time to create these lists jump starts the subconscious mind to begin activating memories. This is why I mentioned to go ahead and add to the lists over the next 24 hours. It will happen. You can't stop it.

Okay, after 24 hours go ahead and pull out the Number One List (things I enjoy doing). Your next exercise is to prioritize the list. Take some time to really study what you have listed there then rank the list numerically with Number 1 being the highest priority, Number 2 the second highest and so on. When you begin to write, let it come naturally and don't dwell too long on an item.

Now set that list aside and pull out Number 2 - Jobs That I Have Had. Do the same as you did with the first list, ranking the jobs by the one you enjoyed most - Number 1 and so on. When you have that list prioritized, move on.



Next pull out the Number 3 list and do the same, prioritizing your greatest strengths beginning with Number 1 and so forth.

Now, before putting the lists away for another 24 hours, you need to take three new sheets of paper. At the top of Number 1, again write Things I Enjoy doing. Beneath that, write the first three items in order of priority that you listed on the first sheet.

Do the same for each additional list. You should now have three NEW lists with the appropriate heading and listing the top three by priority for each category.

What we are doing is getting the information locked in your head, down on paper in a cognitive format so that you can begin to take action.

Study these new lists and see if you find similarities among them. Look for any consistency and make notes about it.

Wait your 24 hours.

Now take out each of your lists and create three new ones. At the top of three new sheets, write the categories again, i.e. Things I Enjoy doing, and so on.

Take your three prioritized ranking lists and write each of them on the appropriate page, leaving about a third of the sheet below each one so that you have something like this:

**1. Sheet One - Things I Enjoy Doing**

Gardening

Sports

Travel

## 2. Sheet Two – Jobs I Have Had

Volunteer Worker

Gardening

Sales Clerk

## 3. Sheet Three – Skills That I Have

Quick Learner

Communication Skills

Computer Skills

Now take a very good look at your three sheets of paper. You have the three sheets and each sheet reflects your priorities. Taking each of these priorities ask yourself “WHY” you ranked them the way you did? List all the reasons why beneath each item.

Up to this point, you have quite a set of information about yourself. You know three different things that you really like to do. You have a list of the three jobs that you have had and enjoyed working at them. Finally, you have a list of your top three skills.

Now it's time to begin some market research.

### ***How to define your market***

It's time to use some free tools to help you find a topic for your information product. Visit the following site:

<http://inventory.overture.com/d/searchinventory/suggestion/>

Select a few topics from your lists and create a key phrase to search on. Enter the keyword or phrase into the blank space provide. For instance, when I enter "volunteer" I find that last month (October of 2004) there were:

33143	volunteer
10808	<a href="#">tennessee volunteer</a>
8295	<a href="#">volunteer of america</a>
7723	<a href="#">volunteer work</a>

I know that there were over 33,000 searches for "volunteer" last month and over 7,000 searches for volunteer work. Since anything above 6,000 (considered a "middle line") is probably worth considering, I see that odds are that either term are pretty good topics to consider for my ebook.

Do several searches, mixing and matching the items in your lists. As you work with this tool, you will see just how much of a demand there is for your information.

The lists are always in ascending order so that by drilling further down the lists, you can see the depth of demand. As I mentioned, 6,000 is a good "break point." You want to make certain that there is enough demand for the product you create.

You now have a pretty good handle on how to define your market.

Producing your information product is a whole different kettle of fish and one that we won't cover here. Please ask the Ebookwholesaler Member that supplied this ebook about "eBook POWER" and other titles that will help you to

produce your own professional information product quickly and easily.

## Finding A Niche. . .

### ***Easier Said Than Done***

In the previous chapter we discussed how to find a product to create and how to find a market for that product.

The same principles can be applied to any other product or service, even if it isn't a product you created. In this case, however, we will find the market first, then determine the product to sell them.

### ***Define A Niche***

The exercise here is to discover a demand THEN find a product to fill that demand.

Obviously, your first step is to find a demand. There are lots of tools that can help you to determine that. One that I have used and found very effective is [Wordtracker](#).

At the top of their home page you will see a ticker. The Wordtracker Ticker shows the top 50 search terms for various search engines for the past 24 hours and is updated daily.

You can also sign up for their [Free Weekly Keyword Report](#). Each week you will receive a list of the top 300 keywords from the previous 24 hours plus additional terms that cover the previous week. It doesn't cost a cent and can be a very valuable tool to determine the current hot topics online.

For example, the Wordtracker Report for November 16<sup>th</sup>, 2004 lists "Jokes" as the Number 22 highest searched keyword with 721 searches for the previous 24 hours. This tells you that a "free joke site" might be a good investment.

What would you do with a free joke site? You can use it as a portal to another site, build the traffic to the site and sell advertising on it, add Google adsense and generate income

that way. Create an entire section of links and link to other sites that you own or are affiliated with. There are numerous ways to use a “free site” to generate income.

Another top term from the same list is, “vitamin e,” ranking at Number 3 with 2,851 searches for the previous 24 hours. If you don’t have a health related site, it would be a good idea to get one and include the sale of vitamin e.

Using the term, “vitamin e,” you can create a free report on the benefits of vitamin e, knowing that it is a popular search term.

Use that term to advertise and drive visitors to your web site to get their free report. Capture their name and email and you have begun building your list of targeted contacts.

In this particular scenario you have defined a “niche” of people who are interested in the benefits of vitamin e, and by offering a free report you now have the opportunity of following up with them to sell vitamin e as well as other health related products.

There are certainly other factors to be considered when selecting a product. But the basics are obvious. Find the demand, and acquire or create a product that meets that demand.

## Selling To Businesses

### ***Now what?***

If you have, or can acquire, the rights to products to sell to other businesses, this can be an extremely lucrative market.

Business owners are accustomed to purchasing tools, resources, advertising and/or inventory for their business. They understand that in order to make money it is necessary to spend money.

By the same token, they are also very careful about how they spend their budgeted and discretionary funds. Selling to business owners can be very difficult or very easy depending on a number of factors.

Throughout this and the next chapter we are going to discuss selling “**face to face**,” or what is commonly referred to as “**outside sales**.” If you master these principles, converting them to an online business can be simple.

### ***The more you know, the higher the closure rate.***

Some time ago I wrote an article on this subject. It is just as timely now as it was then, so I’m going to repeat it here.

#### **Ready, Aim, Fire...Oops...Where's The Target?**

Everywhere you go on the Internet you find the words, “target market.” What do they mean? What does it have to do with you? Well it has everything to do with your success in sales.

Let me give you an example. A few weeks ago an online entrepreneur asked me to review a direct sales presentation for him. Let's call him “Joe”. His product and service is excellent. Top quality and performance, excellent customer service and support.

The product will produce desired results for any business advertising online.

In this particular case, Joe's potential customer is in the furniture manufacturing business. The company owns a small chain of outlet stores and advertises on the Internet. Basically, an excellent candidate for Joe's offer.

Well, Joe sent me his package. In the offline world, it would have required UPS to deliver it with a hand truck! Now, that is an overstatement, but it consisted of a three-page cover letter, with four separate attachments and a CD presentation that he was going to mail as a follow-up.

**Here's my response to Joe:**

"What a tremendous amount of work you have put into this presentation.

Having been on the receiving end of proposals such as this, I must tell you that it would be the recipient of the "delete" key. Why? Too much to wade through. Too much for me to absorb. Too much for me to do. Nothing to compel me to read on.

Having said that, let's pretend for a moment that I am Mr. Jones.

1. Where are the needs development questions?
2. What tells me that you have done your homework and know about my industry?
3. What are my problems and how will you solve them?
4. How much does the average household spend on furnishings annually? (In the US it's about \$1,000)



5. How are you going to help me capture a share of those dollars?
6. How has the economy affected my business?
7. What qualities separate my business from my competition?
8. How extensive and how important are brand names to my customers?
9. What are my specialty areas?
10. What market do I target and why?
11. Why do my customers keep coming back to my stores?
12. What are some of the hot buttons or copy points that you might use to target Mr. Jones?
13. What is his business language or terminology?

Joe, here are two sites that can help you develop a more "targeted" approach to Mr. Jones:

<http://www.furniture-info.com>

and

<http://www.furniturestatistics.com>

I hope this helps, Joe. Decision makers are bombarded daily and we must be ever diligent that we are focusing in on "WIIFM" (What's In It For Me)".

Now, what was the message to Joe? Do Your Homework. Mr. Jones doesn't give a rip about your product unless it can fulfill his needs, but first you have to know what those needs are.

Joe's presentation, which probably took him hours if not days to prepare, was a classic case of overkill. The two sites I referred to Joe would have given him all the tools and ammunition he needed to prepare an effective presentation and in just a few short minutes.

By the way, two research tools that I use to study markets, trends, and individual sites are listed below. Both are free to download and are priceless.

<http://www.copernic.com>

<http://www.alexa.com>

### **Ready, Aim ... Get Ready To Fire!**

Is the information listed in the above questions really necessary? It is if you want to make a sale. The more information you have about a prospective customer, the higher the chance is that you will be able to “speak his/her language.”

Establish a common ground. It will make it much easier to fulfill his/her needs with your product or service.

## Using Offline Sales Techniques. . .

### ***Begin at the beginning***

Remember that we are still working with “offline sales techniques.” There are many schools of thought on how outside sales people should “prospect.”

Many sales trainers swear by “canvassing.” The very thought of trudging up and down sidewalks, knocking on doors creates a feeling of ice water in my veins. I don’t do it, never have and never taught a sales rep to do it either.

Some industries swear by it. It is a very common and accepted practice in, let’s say, the real estate market.

Personally, I have always believe that the perception one gives when randomly cold calling, is one that conveys a lackadaisical image.

In other words, if a sales rep has all the time in the world to cold call, then he/she can’t possibly be successful if they have all that time on their hands.

I have always worked by appointment only. That’s also what I teach. In my opinion, it is a more professional method. Before all those sales reps out there beat me up, I didn’t say it doesn’t work. . .for some people. It doesn’t work for me and since I’m writing this book based on my experience, this is what I teach.

I use it and teach it because it works! By the time a well prepared and well executed phone call is made, you can pretty much guarantee that the appointment is merely a follow-up to get the order. Honest!

So let’s spend some time exploring the use of the phone.

## ***The ten pound telephone***

There are three key ingredients to effective telephone communication skills. The are:

- **The message** – Your prospect must know as quickly as possible WHY you are calling. Don't be evasive. You need to instill trust.
- **Qualifying urgency** - This is imperative to preventing procrastination. If you are selling advertising, you might use the phrase, "special seasonal discount package," instilling the perception of a potential fear of loss.
- **Button up** – Details, details, details. Very important. If a spouse or a partner will influence the decision, try and find out up front and confirm the details of the appointment. If you determine that another person is included, reschedule. That's right. There's no point in spending time presenting to a "half a person."

**Less is more!** Get in and get out. Total time on the phone should be under five minutes. Put yourself in the receiver's position. Every time the phone rings, it's an interruption. Show respect for their time as well as your own. Qualify up front that the timing is right or else reschedule the call.

**Visualize the person you are calling.** In your "mind's' eye" SEE that person smiling, happy to hear from you, nodding and eager to hear what you have to say. This is very important!

### **The first few calls you make, do so STANDING UP.**

That's right. You are not aware of it, but his will give you a psychological advantage. Subconsciously it places you above the person you are calling, thereby creating an unconscious perception of control.

Stand or sit in front of a mirror and watch yourself while speaking. Are you mirroring the attitude that you are

attempting to project to your prospect? Smile! Grin!  
Enthusiasm makes a difference.

If you are extremely nervous, borrow a page from a public speaker's toolbox. Picture the person "stark naked." You got it. All their flab, wrinkles and imperfections – just like you! Take away the outer wrapping and we are all just alike.

**Learn to be a better listener.** God gave us two ears and one mouth for a reason. We are supposed to listen twice as much as we speak.

Poor listening habits are not the result of training, but rather the lack of it. Anyone can learn to be a better telephone listener by practicing some good basic techniques.

**Prepare in advance.** Think about the points you want to make and plan your questions before you pick up the telephone. Planning ahead frees your mind for listening during the call.

**Hold your tongue.** When *you* talk, you don't learn anything new. Be more interested in what the other person has to say. Encourage customers to talk. The more they tell you about their needs or problems, the easier it will be to find a solution.

**Concentrate.** Shut out all distractions. Close your ears to everything but the customer. If someone else is competing for your attention, use a hand signal to indicate you are busy. Closing your eyes is another way to focus on the customer.

**Don't interrupt.** Hear the speaker out. Pause a second or two before you respond. Don't be afraid of a moment of silence. It shows customers that you are thinking about what they said.

**Take notes.** This will help you remember the important points. But be selective. Trying to write down everything may cause you to miss important details.

**Ask questions.** If you don't understand something, ask customers to repeat it. This will get them involved in the conversation. Also ask about their needs, problems, and personal interests, even if you already know the answer (and you'd better. . .more on this later). People will perk up about things that they're interested in.

**Don't jump to conclusions.** Avoid making assumptions about what the speaker is going to say, even if you've heard similar comments and complaints before. Every customer is a unique individual and deserves to be sold as a unique individual.

**Use conversational cues.** An occasional "yes," "I see," or "I understand," shows that you are paying attention and encourages people to keep talking.

**Listen between the lines.** You can learn a great deal about customers by the **way** they say things. Pay attention to emotions, not just words. Such things as fear, frustration and enthusiasm can be easily detected in a person's tone of voice.

**Practice.** Rehearse with family and friends. Use everyday conversations as a tool for improving your skills.

### ***The presentation***

Over the years there have been numerous books and tools written about the sales process. Og Mandino, Frank Tucker, Zig Ziglar, Dale Carnegie and many, many more come to mind.

A common thread that runs through their teachings is selling with integrity. Finding a need and filling that need results in

happy, satisfied customers and the understanding of a job well done by the sales person.

What I am going to teach you now is a **Six Step System of Selling** that was taught to me many years ago. I can't take full credit for the system but I can take credit for implementing what I've learned as a result of applying the principles over the years.

**Here's the six-step system:**

1. Approach . . . to gain rapport
2. Interview . . . to identify needs
3. Demonstrate . . . to explain features and benefits
4. Validate . . . to prove your claims
5. Negotiate . . . to work out problems
6. Close . . . to ask for a decision

First of all, I'd like you to think about the system in terms of time. As a whole, the six steps represent 100% of a period of time. Since I've explained what each component of the system represents, take a guess and try and determine what percentage of time you should spend on each component.

Should 50% of the time be spent on your Approach? What about the Demonstration? That's got to be important, maybe it should be 60%. But, there might be objections so I may need plenty of time for Negotiations.

Most sales people get this wrong the first time around. Let's take a look at a "perfect example."

Approach = 5%  
**Interview = 80%**  
Demonstrate = 5%  
Validate = 2%  
Negotiate = 7%  
Close = 1%

Remember earlier when we discussed being a good listener? This is even more important during your face to face presentation.

It is important to follow the order of the components. There is a logical progression at play here and if you skip one segment and jump ahead, you are leaving out an important step.

Will every presentation you make look exactly like this? No, of course not, but it is important that each step be taken.

This is a much different process than that used by most sales people. In my experience I have found that the average sales person will “talk themselves into and right out of” a sale.

There is a natural human tendency to have to hear oneself speak. All too often when engaging in conversation, many people are already formulating their response before the other person has finished speaking.

You have probably seen or experienced this yourself. You may have been in the middle of a conversation with the feeling that the other person is three steps ahead of you and he/she probably is! That may (or may not) work in social situations, but in the sales arena it is deadly.

If you will follow the order of this six step system, you will always have a road map to guide you. Here are a few rules to remember:

1. Always find out where you are with your prospect and begin at that point.
2. Always complete one step before moving to the next.
3. Never jump to a step without completing the prior ones.



**Let's take a look at each of these steps individually.**

**Approach** – An effective approach prepares your customer or prospect to listen to what you have to say. It is a transitional bridge and can help you deal with natural barriers that people put up when you come into contact with them.

Always assume that people will put up barriers when approached. They will fold their arms mentally and physically.

**Here are four steps to help break that barrier:**

1. Tune out the world and tune in your prospect.
2. Put them at ease and make them feel important.
3. Get them to talk about themselves.
4. Maintain eye contact at all times and **listen to how they feel.**

**Interview** – Each segment of our six step system is equally important as you will begin to realize as we progress. However, if one were to be considered more important than another, the interview is it.

In the interview process you learn the wants and/or needs of your prospect. If you do it properly, your prospect will buy from you to fulfill those needs or wants.

Selling isn't something done to a prospect, it is something that they buy because they perceive the benefit.

Traditionally, the theory is that a sales person goes in and does something to a prospect to make them buy. There are hundreds of books written about "how to sell" and they might list the current "magic bullet" or trend of the day designed to trick a customer into buying.

Here's an example of the "traditional" sales methodology:

1. The sales person does most, if not all, of the talking.
2. He/she makes a "pitch" attempting to sell whatever, rather than identifying the wants and needs then attempting to fill them.
3. The sales person assumes the persona that he/she is doing something **to** the prospect rather than **for** them.

The traditional sales approach adopts the stance of selling products or services **to** people, not filling their wants and needs.

If you take anything away with you after reading this book, please make it this, "**selling is all about need fulfillment.**"

Okay, so how do we adopt this and incorporate it into your interview segment? Very simply. Just as the word implies, you need to interview your prospect. You do this by asking open ended, indirect questions that requires the prospect to respond.

Let's repeat that, - ask open ended, indirect questions that requires the prospect to respond. This might take some practice for you, as it is counter to what is traditional.

Let's look at the structure of one sentence.

***Mr. Prospect, would you share your company history with me?***

What kind of an answer will you receive to a question formulated this way?

That's right, he will say either "yes" or "no." What have you learned about him at this point? That's right, nothing. Now, let's rephrase the question.

**Mr. Prospect, how did you get started in this business?**

Can you see the difference? You have lobbed the ball over into his court and opened the door for him to share tons of information with you. Not only that, but it is valuable information that will let you fill up your “toolbox” with his/her potential wants and needs.

Here are just a few examples of how to use open ended questions:

“How do you intend to use \_\_\_\_\_?”

“Where will you be \_\_\_\_\_?”

“What other options are you \_\_\_\_\_?”

Fall back on the old “who, what, where, when and how.” If you will begin your interview questions with any of these opening words, you are establishing the dialog necessary to learn about his/her wants or needs.

Remember, selling isn't selling, it's need fulfillment!

**Demonstrate** -Traditional sales dictates that the “demonstration” is what creates desire and makes the sale.

Wrong!

If you have followed the guidelines above, i.e. Approach and Interview, the Demonstration is just a natural progression. If you can't get past the Approach and Interview, there is no point in continuing to the Demonstration.

What? Yes, that's correct. If you can't get beyond the Approach and Interview, close up your portfolio and walk away because the chances of making a sale based on “need fulfillment” are slim to none.

Oh, but the product sells itself, you say? Maybe, in very rare cases, but not in my experience.

However, if you have properly completed the first two steps, you should have all the tools available in your arsenal to identify his/her wants and needs and you are now prepared to “show and tell” how you can fulfill those needs.

**Never begin selling, telling or demonstrating until your prospect admits a want or need.**

Repeating the prospects want or needs is the stepping stone from the Interview to the Demonstration. Let’s take a look:

“Mr. Prospect, you told me that you are just now taking a look at the internet as a tool for advertising your company. Based on this need that you have shared with me, let me share with you a cost-effective, yet result oriented online advertising campaign.”

Now you may move on and Demonstrate the product or service that will answer wants or needs. Your demonstration should help people **visualize** the end results and benefits.

Please don’t skip over this section. It’s extremely important that you understand this. The purpose of the demonstration has nothing to do with **what** you are selling and everything to do with your customer visualizing the end result benefit. How it will satisfy their wants or needs.

Make certain that you only mention the features and benefits that appeal to your customer. Have you ever gone shopping for a computer? That’s a “trick” question. If you are reading this, then you surely have shopped for a computer.

My daughter-in-law shared her computer shopping experience with me. Here’s her story.

"Browsing one particular model, a sales clerk approached us and began a litany of what this computer could do. On and on he droned, telling us every single detail of bytes, RAM, gigabytes, motherboard etc. This computer was so jam-packed

with features that we could run Microsoft itself from this pc, according to him.

What he failed to do was ask what we wanted the computer for in the first place. All we wanted was a low end, simple pc that the kids could learn on. At the time they were 5 and 6! Chances were high that they would probably mess it up somewhat and she just didn't want to invest a lot of money until they were older.

He didn't make the sale. We went to another store where the first question out of the mouth of the sales clerk was, "What do you plan on using the computer for?" She got the sale, going on to explain how the computer could be upgraded later if we chose."

That's a true story and one that has probably happened to all of us at some time.

Avoid talking about price. Make it secondary to finding out what best fills wants and needs. The price isn't important, until people find what they want!

How should you deal with premature price questions? Let's look at an example and assume that someone asks you prematurely, "How much does it cost?" Your response should be something like this:

"I appreciate your concern about the cost. I know it's very important and you want the best price possible. But before we even think about the price, let's make sure we've selected the right thing to fill your needs."

Another way to deal with premature price questions is to answer a question with a question. When someone asks, "How much is it?" answer, "What general price range are you thinking about?"

When the time comes to present the price or cost, here are a few tips:

1. Look directly into your prospect's eyes.
2. Say the price or cost as if it were worth ten times what you're asking. (This shouldn't be difficult when YOU really believe it!)
3. Then translate the price or cost into a value:
  - a. Reduce to cost per day, week, or month
  - b. Show return on investment
  - c. Compare with what they spend now
  - d. Show the savings
  - e. Mention joy, comfort or pride of having your offering.

Before we move on to Validation, make note of these important factors:

- Repeat the prospect's dominant wants or needs
- Demonstrate the product that will answer them
- Avoid talking about the price. Make it secondary to finding out what best fills the prospect's needs.

**Validate** - Before you can expect people to buy from you, they must believe what you say, but even more they must first believe you!

Where trust and rapport are high, selling pressure is perceived as low. Or, said another way, where trust and rapport are weak, any selling pressure will appear strong and have a negative impact upon sales.

Before moving forward on the subject of validation, understand that validation really isn't a separate step in the system. It's ongoing. We validate from beginning to end.

The only reason validation is placed in the number four order in our system is because it must be done before we negotiate and close.

We validate by who we are, how we look, and how we present ourselves.

Before you can successfully negotiate and close you must first validate! Many sales are lost because the sales person tried to negotiate and close with no validation.

We validate ourselves by our appearance.

Look good, smell good, shoes shined, friendly smile, firm handshake (yes, ladies too), make direct eye contact, a positive greeting. Remember, you only get one chance for a first impression. Look the part, this is 50% of your sale.

We validate by turning product features into customer benefits. Features may explain **what your product is** but benefits are how your features will **fill the needs** of your customer.

The next time you are in a situation where someone is trying to sell you something, pay close attention. Most sales people try to sell on features alone. Successful sales people know that benefits are the deal closers.

While you are in your demonstration, make the feature to benefit transferal and you will be most persuasive. This is just another form of validation.

Here are six magic words to help you make the transferal.

***“What this means to you is. . . .”***

Using these powerful words is easy. Every time you give a feature, follow it up with the benefit using these words.

“This new model features disc brakes. ***What this means to you is*** faster, safer braking while on your next family vacation.”

Practice using these words. You’ll find it will greatly increase your validation skills and ultimately your closure rate.

Justify the price and emphasize value. Many sales people make a big mistake by assuming that people buy strictly on price. That is not true.

What people really look for is not price, but perceived value. Yes, price is included in the value, but it is only one component.

Length of service, savings realized, pride of ownership, need fulfillment are all part of the equation.

Another strong method of validation is proof of benefit and satisfied users. Testimonials, reports, facts are things that will underscore features. The most important of these is testimonials.

It's amazing to watch people shop. You can see the excitement and happiness involved in making a purchase for something that really fills their needs. . .until it comes time to make a decision.

Why do people fear making a commitment to buy? Fear of taking a risk. Fear of making a bad decision. Fear of not getting the best deal. See if you can come up with more reasons.

Many sales people will go in to a "hard sell" mode when they see this. That's the worse thing they could do. It's like making a self-fulfilling prophecy to lose the sale!

This is the time where trust and understanding comes in. The best way to overcome the fear is to bring it up yourself. Raise the issue before it becomes an issue.

Bring up the question and validate it with an appropriate benefit.

"I understand that you're making a big decision. You're committing to a website online and that's a new experience for you. That's why we guarantee that we will redo the layout for you if you don't like the first draft."



You've acknowledged their hesitancy, confirmed that he is making a wise decision and validating that he can trust you to take care of his needs.

**Negotiate** - Negotiating is where most sales people lose it. The art of negotiation is merely dealing with objections. And, the best way to deal with objections is up front and personal.

The average sales person will avoid objections like the plague when they should be welcomed. If you have performed the previous steps properly, objections are just requests for more information.

Ask your prospect about their objections. Yes, ask them! W. Clement Stone, said it best, "Have the courage to face the truth!"

Those are mighty powerful words and an affirmation that you would do well to cultivate!

How do you ask for objections? Here are a few examples:

"Is there any reason why we shouldn't go ahead and secure your advertising for this special package?"

"How do you feel about taking delivery on the refrigerator tomorrow?"

"Is there anyone else you need to consult or should we wrap this up now?"

"Do you have any questions or concerns that I haven't covered?"

## **Closing**

Did you notice? Each of the questions listed above are closes. Yep, use your negotiation as a close.

Something I read somewhere has stuck in my brain cells as an affirmation. One that I've never forgotten and I wish I could credit the author but I don't know who it is.

"If you will do the thing you fear the most, it will become your greatest strength."

I've spent many hours and hundreds of miles riding with sales reps in training. The biggest fear that each of them exhibited was the "fear of closing."

In my opinion, the fear of closing represents a lack of belief in what you are selling. If that's a problem for you, it's one that you need to overcome. Either that, or do something else because you will have a long and difficult journey trying to make your living exchanging dollars for value.

Personally, I've never had a problem with closing or asking for the check. The reason? I've never sold anything that I haven't used myself.

That's one of the problems that I have with many online affiliate programs. Product owners/creators immediately set up an affiliate program and allow others to become affiliates without ever buying and using the product themselves. In my opinion, that's a mistake.

But, I digress. If you have followed the 6 Step System, the close is merely an extension of all the previous steps.

Let's review:

1. Approach . . . you have established rapport
2. Interview . . . you have identified wants and needs
3. Demonstrate . . . you have linked features & benefits
4. Validate . . . you established trust to prove your claims
5. Negotiate . . . you identified and handled objections
6. Close . . . you realize closing is just as simple as:

"Is there any reason why we shouldn't go ahead and secure your advertising for this special package?"

"How do you feel about taking delivery on the refrigerator tomorrow?"

"Is there anyone else you need to consult or should we wrap this up now?"

"Do you have any questions or concerns that I haven't covered?"

# Buyer Styles

## *Identifying Buyer Styles*

At this point, you may be asking yourself, - What About Niches? We're getting there. It's just like driving a car. Before you can operate a vehicle, you must learn "what makes it go."

Back in the 1980's there was a movement afoot. It was an attempt by different "think tanks" to revolutionize the sales industry by categorizing different buyer styles.

What is humorous is that someone beat them to the punch somewhere around 2500 years ago. It was Hippocrates. He actually referred to them as, Sanguine, Phlegmatic, Choleric and Melancholic.

For some reason you don't hear quite as much about those programs any longer. I'm not sure why, because used properly they can be very effective. It occurs to me that there are many people out there who could greatly benefit from that methodology.

Let's see, there must be two separate generations around today that didn't benefit from that type of analysis. Not to mention all the folks in my generation who are now turning to the Internet as a source of income to get them through retirement.

Since this methodology worked very well for me for many years, I'm going to share my version here. I'm not saying it's scientific or matches precisely with any of the programs from back then, but it worked for me and it worked for the people I trained.

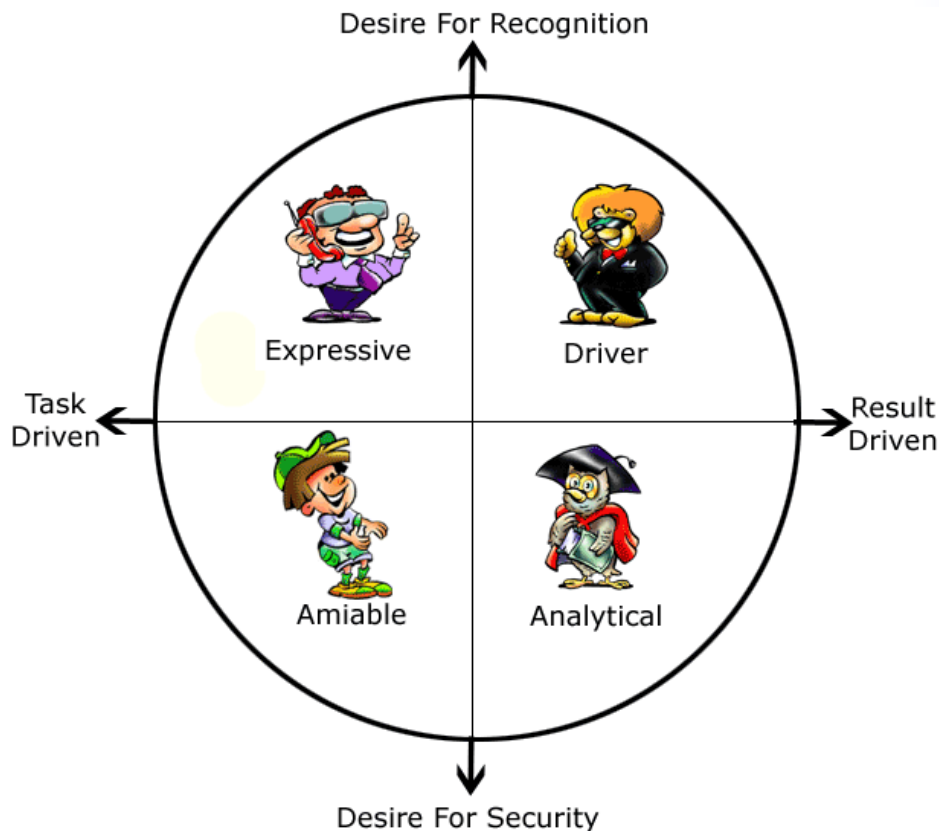
Once we've taken a look at these buyer styles and apply the 6 Step System to them, we'll take a look at how to modify them to online sales. So here we go.

The premise is based on four separate types of personalities, or people who make buying decisions based on their habitual patterns of social behavior.

Additionally, no one fits a set mold. Indeed, most of us fall into at least two of the styles. What we are looking for is generalities, and as you progress through this exercise you will see how they apply.

I never did like assigning “labels,” but we do need a way to distinguish one from another and I don’t particularly care for the “clinical” names. For our purposes we will call them by their more contemporary names. Please don’t think that any type of “name” implies that one is “better” or “worse.” We are merely identifying them.

## Buyer Styles



First of all, let's take a look at the overall characteristics of each buyer style.



Just as the name implies, Expressives love to talk. They love people. They like to visit and socialize. Expressives are very easy to approach and they will make you feel as though they have known you forever.

Expressives will also waste time on chit chat and really want you to be their friend.

Very often you will find that they have a cluttered environment. They like pictures and things that bring them recognition. Sometimes an Expressive will tend to dress a bit more flamboyantly rather than conservative.



Drivers are people who make things happen. If you ever want something done, call on a Driver. They are often impatient, Type A behavior people and often appear nervous and restless.

They never have enough time to do all they want to do and will talk about the "bottom line. Naturally impulsive, they are also decisive. When they think they have a grasp of the necessary facts the decision is made quickly.

Drivers will have lots of plaques, trophies and pictures of themselves with other well known achievers.



Amiables like routine. They don't take risks. They are honest, dependable and unhurried. Amiables thrive on detail.

They do not make quick decisions. Amiables need to feel secure. They take their time and never appear hurried.

They are usually very neat and precise. Their focus will be on doing a good job rather than gaining recognition. They are often the first ones to work and the last ones to leave.



Analyticals are very logical, rational people who believe in following the rules. Never suggest a shortcut to an Analytical. They are very neat believing the adage of “a place for everything and everything in it’s place.”

They do not make decisions quickly. They are highly organized and must have all the facts and details in front of them. They will display a low emotional response.

Their office may be loaded down with “work” but everything is neat and tidy and they can put their hands on a single sheet of paper in moments. They make very good use of their time with a high degree of attention to facts and figures.

### ***Sell How The Buyer Wants To Be Sold***

Remember our breakdown of the 6 Step System, where I said that the majority of your time should be spent on the interview?

If the most important part of the sales process is the interview, doesn’t it stand to reason that asking the correct questions for each buyer style greatly increases the chance of closing the sale?

Let’s take a look at the two major emotional triggers for each buyer style and what kinds of interview questions you should be asking them.

This is crucial and begins to tie in buyer styles and niches.



Take a look at our Buyer Style graph. Note that there are two major emotional triggers for our Expressive. One is a strong desire for recognition and the other shows that he/she is task driven.

Here are some of the interview questions you should be asking of an Expressive, and pay particular attention to the **types of questions** (fill in the blanks with your offer):

- “Who is directly involved in using \_\_\_\_\_?”
- “What do *other people* like or not like about what you’ve been using?”
- “How will *employee morale* be influenced by \_\_\_\_\_?”
- “Since *your customers* want \_\_\_\_\_, how do you feel customer relations will be affected?”
- “How do *you feel* about \_\_\_\_\_?”

Did you notice that the questions usually involved someone else? Expressives may purchase office equipment to make an employee happy. The individual task at hand is their focus and their need for recognition is their driving force along with the need to please others, even you.



Our Driver is also driven by a desire for recognition, however he/she is a bottom line person. The end result is more important than the individual process.

Let's take a look at some questions for the Driver.

- “What do you want to *accomplish* with \_\_\_\_\_?”
- “What would you like to *happen* that isn't *happening* now?”
- “What can I do to *save you* time?”
- “How import is it to you to *get more done*?”
- “I understand that you have \_\_\_\_\_ customer problems, so how can I help you *solve* that?”

A Driver doesn't require a lot of detail. Their main concern, remember, is creating results. Always talk in terms of results. They also have a high need for recognition, but



unlike the Expressive who wants you to like him/her just because they want to be liked, the Driver wants you to *respect* them because of their achievements. In fact, many don't care if you like them or not!



The Analytical is a different kettle of fish. He/she is also a bottom line type of person, however, their overriding need for control requires a totally different approach.

They are more interested in organization, good management, efficiency and smooth functioning. See if you can note the difference in the tone of these interview questions:

“What *return on investment* are you looking for?”

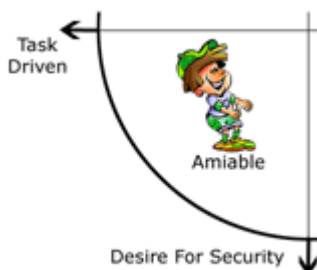
“What would help your business *run more smoothly*?”

“My research tells me that your *primary customer concerns* are \_\_\_\_\_, is this correct?”

“How are you able to *manage* \_\_\_\_\_ so efficiently?”

Unlike an Expressive, don't expect the Analytical to spend much time with you. Like the Driver they are result driven and need to be approached as such. Use facts, figures and logic in your questions and answers. They need to know that they are making a *safe decision* based on facts.

You must match their emotional responses which are almost always cool, controlled and reserved.



Finally we come to The Amiable. They are stable and dependable and feel comfortable when you are stable and dependable too. When they feel that they can trust you.



You needn't hurry your interview process as they will give you all the time in the world if they think that seeing you is important and will increase their sense of security and safety. See how these questions differ from the others:

“What can I do to *help you* do your job better?”

“I understand that dealing with \_\_\_\_\_ customer concerns *can be stressful*, what can I do to *help you* avoid those problems?”

“What details about \_\_\_\_\_ can I *explain further*?”

“What has *worked well* for you in the past?”

“I need your help.”

Understand that Amiables will only buy after careful consideration and when they do buy, it can often be after a normal sales person has written them off. This is where follow-up can net results eventually. They buy from those they can trust who display stability, honest and integrity.

### ***Buyer Styles and Niches***

Aha! I told you we'd get here.

By now, you should have a pretty good grasp on how to sell, the different styles of buyers and how to sell to each of them.

I hope this information will help to distill any fears you have about “direct sales.” Practice what you have learned and you can be very successful selling offline. I've trained others to do just that and so can you using the same principles.

If you have ever given any thought to taking your “online business” into the “offline market,” you should be well armed with a plan to begin that journey.

What I will be sharing with you from this point forward, you won't find anywhere else on the Internet. At least not that I have found.

How do we take this offline training and apply it to your online business? Is it possible to identify buyer styles without ever meeting face to face?

I say, yes it is. Before I begin, let me add that these principles won't work 100% of the time. There is no such thing as a "perfect world" or a "perfect system."

What I **will** tell you is that applying what you learn will give you results. What kind of results? I don't know. I have no idea who you are, what your work habits are like, what your advertising budget is, nor how much desire you have to succeed. Only you can determine your destiny.

With that said, let's begin.

Before you can begin to match up buyer styles with niches you will need to research. In order to do this properly there are 12 different criteria that you must have answers to before you can do this successfully.

In Chapter 2, "Selling To Businesses" you read an article about Joe who was trying to sell his product to furniture stores. I explained how "off the mark" Joe was and that he needed extensive research for his presentation to be effective to his targeted market.

Here is that list of the 12 criteria that I believe has to be defined before you can begin to match up buyer styles and niches:

1. What type of business do you wish to target
2. A complete description of the business
3. What products and services do they offer
4. What is the source of their income
5. What type of problems do they encounter
6. How do they advertise
7. Define their customers' wants and needs
8. Learn to speak the language of their business
9. Need development questions (Interview questions)

10. Word triggers
11. Other related businesses
12. How and when to approach

Since we read that article about Joe, let's use the furniture business as our sample as we define each of these 12 criteria:

### **Furniture-Retail Assessment**

**Type of Business** ~ Because I used "furniture" one would immediately think that is the specific niche. Not necessarily. In my local yellow pages there are 8 pages and 10 separate categories all related to furniture. Let's take a look at the list:

1. Furniture-Children's
2. Furniture Designers & Custom Builders
3. Furniture Manufacturers
4. Furniture Rent & Lease
5. Furniture Repair & Refinish
6. Furniture-Retail
7. Furniture Stripping
8. Furniture-Unfinished
9. Furniture-Used
10. Furniture-Wholesale

When defining a niche market, you need to be specific. The wants and needs will vary depending on the specific category of business. See how many different categories under furniture are in your local phone directory. For our purpose we are going to use Furniture-Retail

**Business Niche Description** ~ Furniture dealers vary widely in their ability to provide product styles and decorator services. A large, full service store, for example, may offer famous brand names, interior design and accessories of all kinds, whereas other stores target certain styles, areas of the home and level of market from a price point of view.

### **Products and Services Offered ~**

- Dining rooms
- Appliances
- Carpeting
- Wallpapers & wall covering
- Window treatments
- Interior design service
- Custom-made furniture
- Prints & paintings
- Oriental rugs
- Specialty area furniture

**Sources of Income ~** The average household in the United States will spend \$1,000 on furnishing annually. New, start-up households will spend considerably more. The markup on furniture is substantial and can easily range from 30% to over 50%. Custom-made furniture will cost the consumer more than in-stock items.

### **Business Concerns**

- Ability of manufacturer to meet delivery schedules on orders
- The competition and price sensitive nature of the business
- Requirements of maintaining a high level of inventory
- High cost of advertising and promotion

**How They Advertise ~** The newspapers provide the source of advertising necessary to reach the market announcing sales and special pricing incentives. These dales are run throughout the year, especially during holidays. The yellow pages are used as the medium for reaching the consumer during the buying decision. Larger stores will spend considerable money on television and radio advertising.

## **Their Customer Wants and Needs**

- Finding a store that offers a complete selection to choose from
- Ability of the dealer to stand behind their product
- Buying a piece of furniture at the right price
- Hoping the pieces selected will be in style over a long period of time

## **Learning The Business Language**

- Designer Services: Ability to offer the services of a trained interior decorator
- Designer Fabrics: These are fabrics usually related to high fashion
- Period furnishings: Relating to a specific style and/or period – e.g., 18<sup>th</sup> Century, Provincial, Traditional, Contemporary, etc.

## **Need Development Questions (Interview Questions)**

- How has the economy been affecting your business?
- What qualities separate you from your competition?
- How extensive and how important are brand names to your customers?
- What type of co-op advertising are you taking advantage of?
- What are your specialty areas?
- What price market do you target and why?
- Why do your customers keep coming back to your store?

Buyer Style is Analytical. Discussion to follow.

## **Word Triggers or “Buzz Words”**

- Free delivery
- Financing available
- Interior design showroom
- Bedding & mattresses
- Porch & patio furniture
- Free design consultation

- Major brands in inventory
- Appliances
- Oriental rug center
- Seasonal furniture

### **Other Related Businesses**

- Bedding & Mattresses
- Appliances – Major
- Wallpaper
- Carpet & Rug – Dealers
- Floor Covering
- Interior Decorators – Designers

### **Best Time To Approach**

In the middle of the holiday season is not a good time to approach these businesses. They are in the midst of their largest selling periods of the year. Lesser holidays they may still be approachable, e.g. Valentine's Day, Mother's Day, Halloween, etc.

For face to face selling, hours of operation extend from late mornings to early evening including weekends and holidays. Best time for approaching the decision maker is early in the week, preferably around mid-afternoon.

Now that we have researched the criteria for our business niche "Furniture-Retail" let's discuss why I placed it in the "Analytical" buyer style.

First off, remember that we still deal with people. There are going to be several "tiers" of management involved in reaching the decision maker.

Depending on the size of the store, or stores, you may not know how many levels you have to get through to reach him/her. No matter how many, you still must direct your presentation to the "highest common denominator."

Let's analyze the criteria to determine how we end up assigning the "Analytical" buyer style.

Note the list of products. Not only are we looking at someone who has to manage different types and styles of furnishings, but he/she also has to track different manufacturers for each furniture type.

Regarding the source of income, he/she has to know precisely what the potential customer is likely to spend over a period of time. They also must know to the penny, what the percentage of markup is for each item of furniture in the store.

His/her concerns relating to delivery schedules, competition, and price sensitive nature are other "facts" that come into play.

As if this isn't enough, the decision maker is also responsible for inventory flow and the critical nature of his/her price points.

When and how to price below the competition to reduce inventory and overhead are also primary concerns to this decision maker.

The "Need Development Questions," or as we call them in our 6 Step System "Interview Questions," as listed are generic in nature. They can be adapted to whatever "buyer style" we determine we are communicating with.

So let's take a few of those questions and change them around so they are suitable to ask an "Analytical." I'll list them as they appear above in regular type and will **bold** the same question reconstructed for our buyer style:

- How has the economy been affecting your business?
- **How have the current market trends affected your business?**

- How extensive and how important are brand names to your customers?
- **What number of brand names do you offer your customers?**
- What price market do you target and why?
- **What price market do you target and why?**
- Why do your customers keep coming back to your store?
- **Factoring in all aspects, what do you think keeps customers coming back to your store?**

Take note of the words highlighted in **red**. Since we determined that our decision maker for the furniture store is our Analytical buyer style, it stands to reason that we will use words in our needs development questions that relate to facts, figures, thought process and things of an analytical nature doesn't it?

Let's take another sample, shall we? This time we are going to look at Nursery Schools.

### **Nursery Schools/Child Care**

**Type of Business** ~ These days, this category is better known as Child Care. Unlike the previous example, this is a very straightforward type of business. However, what services each business offers can be quite varied.

**Business Niche Description** ~ Nursery schools offer pre-school learning for young children usually from the ages of two to five, but some may offer after school programs for older children. There is usually a specific curriculum incorporating developmentally appropriate activities. Many are church-oriented and, therefore, non-profit. Depending upon the school, personnel may range from untrained individuals to certified teachers. It is common to find a child care center on the premises.



### **Products and Services Offered ~**

- Cooperative instruction
- Child care
- Socialization
- Meals
- Musical programs
- Pre-school training
- Recreational activities
- Arts & crafts

**Sources of Income** ~ Charges are typically by semester, although some schools charge on a monthly basis. Prices range from under a thousand per year to over \$5,000 per year depending on the quality and reputation of the school, and frequency and extent of care.

### **Business Concerns**

- Safety and health of children
- Liability risks and high insurance costs
- Difficulty in finding qualified, trustworthy personnel
- Complying with state and federal regulations

**How They Advertise** ~ Yellow pages and newspapers are the most popular mediums used. Most also advertise in church, educational and community publications, and rely heavily on referrals. Periodically, some schools will advertise in magazines.

### **Their Customer Wants and Needs**

- Finding a reputable nursery school with trained/certified personnel
- Safety of children
- Cost
- Convenience of location and hours of operation

## Learning The Business Language

- Cooperative: Schools where parents come in to help
- Montessori: System of teaching by individual guidance which follows the child's interests and development

## Need Development Questions (Interview Questions)

- Do you offer child care services as well? Half or full day? Full week or choice of days?
- What is the background and qualifications of your personnel?
- How long have you been in business?
- Do you involve parents in any particular way?
- How do you convey that the children will be safe and cared for?

Buyer Style is Amiable. Discussion to follow.

## Word Triggers or “Buzz Words”

- Trained, experienced staff
- Certified professionals
- Child care services
- Co-educational nursery
- Competitive prices
- Convenient hours
- Multi-cultural curriculum
- Snacks & meals

## Other Related Businesses

- Child Care Centers
- Day Care Centers & Nurseries
- Schools

## Best Time To Approach

Unlike public school, nursery schools and/or child care centers usually operate year round to accommodate working parents.

For face to face selling, hours of operation extend from very early mornings to early evening. Best time for approaching decision maker would be late morning or just after lunch when children are generally occupied or having a “rest period.” Try to avoid times when parents are likely arriving to drop off or pick up children.

Using our research points, are you beginning to understand how to identify and match up buyer styles to a specific niche business?

Both of our examples thus far are businesses that deal with the public. Both offer products/services. Both have specific concerns that apply to them individually.

In our nursery school example, more than likely you will not have to go through quite as many layers of management to reach your decision maker. This is the norm, unless there is an individual who owns multiple locations.

Note the list of products. Everything listed there can be considered “humanitarian” services. They all relate to the well being, stability and safety of the children under his/her care.

Source of income is fixed and stable. No surprises there. The overhead and outlay are probably stable as well.

The “Need Development Question/Interview Questions,” as listed are also generic in nature. Again, they can be adapted to whatever “buyer style” we determine we are communicating with.

Again, let's take a few of those questions and change them around so they are suitable to ask an "Amiable." Just as before, I'll list them as they appear above in regular type and will **bold** the same question reconstructed for our buyer style:

- Do you offer child care services as well? Half or full day? Full week or choice of days?
- **What kind of services are available for caring for children?**
- What is the background and qualifications of your personnel?
- **How do you make certain that your staff members are qualified and trustworthy with children?**
- How long have you been in business?
- **How long have you been teaching and caring for children?**
- How do you convey that the children will be safe and cared for?
- **How do you convey that the children will be safe and cared for?**

Remember that our "Amiable" thrives on individual tasks and has a fierce need for security. Owning or operating a business that provides learning, safety and security for children is a natural environment for an Amiable.

Let's examine another type of business. As we progress through the assessment, see if you can determine the buyer style before I reveal it.

### **Contractors – Building**

**Type of Business** ~ It's very important that you understand that we are talking about a "Building Contractor." There are many different types of contractors, but for our purposes we are dealing with the "Building Contractor."

**Business Niche Description** ~ Building contractors are in charge of working with general contractors and architects,

and are responsible for completing a project according to specific building plans. Competition among contractors is highly competitive since most handle both residential and commercial construction. This is particularly true when an economic slowdown and high interest rates curtail building activity. During a slow period contractors typically pursue remodeling and renovation projects.

### **Products and Services Offered ~**

- Architectural and design services
- Construction management
- Custom-built homes
- Decks/porches/sunrooms
- Framing
- Garages/breezeways
- Insulation
- Log cabins/post and beam homes
- New buildings
- Remodeling/adding rooms
- Renovations/restorations
- Roofing and siding
- Sheds/barns
- Window replacement

**Sources of Income** ~ Prices for construction projects range from hundreds of dollars (e.g., replacing windows) to hundreds of thousands or millions of dollars for custom-built homes, developments or commercial work. Profit margins are a function of the cost of equipment and labor as well as the length of time to complete a project.

### **Business Concerns**

- Cash flow during slow periods
- Difficulty in borrowing from banks to finance new projects
- Finding and keep highly skilled workers
- Building to meet codes and regulations, staying within budget, and keeping clients happy.

**How They Advertise** ~ Yellow pages, daily and weekly newspapers, and trade journals are popular. Local reputation is so critical that many contractors also become involved in community activity and projects. Much depends on the size and scope of the individual builders business.

### **Their Customer Wants and Needs**

- Finding a contractor with a good reputation for quality and value
- Having construction done according to specifications and codes
- Keeping track of quality/progress and keeping costs within budget

### **Learning The Business Language**

- R-Factor: Standard for measuring the insulation capability of materials used in walls and ceiling to minimize effect of temperature changes.
- Post and Beam Construction: Colonial-type home building system whereby posts and beams are used instead of studs and joists/rafters.
- Sub-contractors: Craftsmen hired by the building contractor to handle specific construction projects within the overall project.

### **Need Development Questions (Interview Questions)**

- What percentage of your business is residential vs. commercial?
- Which construction techniques or materials do you specialize in?
- How would you describe the range of projects you can handle?
- What do you feel are the fastest growing segments of the industry?
- What types of design or engineering services do you offer?

Were you able to determine that this Buyer Style is Driver? Discussion to follow.

### **Word Triggers or “Buzz Words”**

- Reputation and references
- Consulting and design services
- Specialize in certain type building
- Free estimates
- Fully insured
- Licensed and bonded
- Engineering services
- Awards and recognition

### **Other Related Businesses**

- Contractors-Altering and Remodeling
- Dry Wall Contractors
- Floors-Contractors & Builders
- Garage/Greenhouse Builders
- Store Fronts
- Mason Contractors
- Patio & Deck builders
- Porch Enclosures
- Roofing Contractors
- Land Developers and Development

### **Best Time To Approach**

Depending on where you reside, the construction business can be dictated by the seasons. If you are in the far northern hemisphere, construction will generally cease during the winter months. While this is a good time to approach this type of decision maker, it isn't necessarily the best time in terms of him/her spending money.

For face to face selling, hours of operation can extend from very early mornings, into the early evening hours. For a phone call, best try between the hours of 6:00 and 7:00 a.m. or 6:00 and 7:00 p.m. Be prepared to meet on a job site with your desktop being the hood of a pickup truck.

How about it? Were you able to identify our Driver early on? I'll give you a couple of clues that come directly from the business description: "in charge," "responsible," and "competitive."

Let's complete our "Need Development Question/Interview Questions":

- What percentage of your business is residential vs. commercial?
- **Which aspect of your business gives you the most *satisfaction*, residential or commercial?**
- Which construction techniques or materials do you specialize in?
- **Which construction techniques or materials have given you the most *recognition*?**
- How would you describe the range of projects you can handle?
- **How would you describe the range of projects *you can handle*?**

Remember, the Driver is only interested in the bottom line. Don't need to spend much time, just make sure you zero in on what they **accomplish**.

Unlike the Expressive or the Amiable they don't care about the process. Give them results.

Here's an interesting little true story. My youngest son is a master at setting tile. His business runs the gamut from residential to commercial. He is in high demand and unlike many in his trade, he uses no spacers and works strictly by eye. Yes, he is that much of an artist.

Early on in his career, he began building his portfolio. He would take (and still does) dozens and dozens of photos throughout the entire process of a project. In **his** mind, the before, after and **during** is important. Well it is, but only to him.



I sat him down and explained to him that not everyone is interested in the process and that he would do well to have a section up front in his portfolio that dealt in only the **before** and **after** of a project.

He is a classic picture of “Expressive.” Friendly, affable, outgoing and very task oriented. Did my little talk do any good? I like to think so, but I haven’t taken a look at his portfolio in some time.

Many sales people fall into the “Expressive” buyer style themselves and they have a tendency to talk themselves into and right out of a sale. Be careful.

Let’s take a look at one more business. So far we have done an assessment of three businesses with three separate buyer styles. It stands to reason that this one won’t be a surprise.

### **Gift Shops**

**Type of Business** ~ There is a wide variety of businesses that fall into this category. “Gift” is a pretty broad term, but for our purposes the underlying theme will be the same.

**Business Niche Description** ~ these retail shops sell a wide variety of gift items to the general public. These items can include glassware, stuffed animals, collectibles, home decorations, greeting cards, jewelry, candy, stationery, and related party goods. Some of the larger shops offer a mail order business.

### **Products and Services Offered ~**

- Bridal registry
- Gift wrapping
- Greeting cards
- Fine china
- Lennox, Hummel's, Gorham, Royal Dalton, Mikasa
- Jewelry and nail accessories
- Wedding announcements

- Balloon bouquets
- Handmade pottery
- Candy
- Cosmetics and perfumes

**Sources of Income** ~ These retail businesses rely on volume sales. The majority of their business is derived during holidays and special occasions. The normal markup for the items they sell ranges from 50% to over 500%. Cost to the store often depends on the quantity purchased from the manufacturer or distributor.

### **Business Concerns**

- Competition from other nearby stores
- Local economic conditions which may affect consumer buying habits
- Anticipating customer buying trends versus inventory purchased
- Breakage of valuable collectibles, e.g. Hummel figurines, Royal Dalton china, Lennox crystal

**How They Advertise** ~ Most of the advertising done by gift shops is through local newspapers. They rely on coupons or special offerings to draw customers. Some yellow page advertising is used to help customers locate their shops. Direct mail is on the rise allowing the store to target a certain clientele or area.

### **Their Customer Wants and Needs**

- Finding a unique gift for someone special
- Convenience of the store
- Store policy regarding the return of goods
- Shopping in a store that offers many different gift giving ideas

## Learning The Business Language

- Curio: A small or unusual object valued for its rarity or beauty.
- Lennox, Royal Dalton: types of fine china sold in better gift shops.
- Hummels: Fine collectible figurines found in showcases within the gift shops.

## Need Development Questions (Interview Questions)

- Do you offer any special services like engraving for your customers?
- How do you market your business during the holiday seasons?
- How does your return policy work?
- What is the extent of your fine collectible items?
- Do you offer any catalog shopping services?
- What is the market you are trying to cater to specifically?

No surprise on this Expressive. Buyer Style. Discussion to follow.

## Word Triggers or “Buzz Words”

- Gifts for all occasions
- Wedding invitations
- Helpful staff
- Free gift wrapping
- Credit cards accepted
- Party planning services
- Fine gifts and china
- Unique imported goods

## Other Related Businesses

- Antique Dealers
- Cosmetics – Retail
- Glassware – Retail
- Greeting Cards - Retail

## Best Time To Approach

Shop owners are usually in during the normal store hours. Smaller shops have a limited number of employees so the owner is also the salesperson, cashier and gift wrapper. The best time to reach these people is after holiday rush periods and usually during the middle of the week.

What is it that makes this type of decision maker a “Expressive” buyer style? Take another look at the description and what they offer.

This is a highly involved “**people**” business. Their shops are usually filled to brimming with hundreds of items all designed to please “**people.**” This entire business revolves around the concept of making people like someone and making people happy.

A business of this type is a natural for our Expressive.

Let’s do our “Need Development Question/Interview Questions:”

- Do you offer any special services like engraving for your customers?
- **What kind of personalization services do you offer your customers?**
- How do you market your business during the holiday seasons?
- **What do you and your staff like the best about the holiday seasons?**
- What is the extent of your fine collectible items?
- **What are the most popular of your fine collectible items?**

Remember, our Expressive loves to please and loves to be noticed.

**Common Ground** – The entire purpose of combining our 6 Step System, Buyer Styles and Niches is to create a level playing field.

Understanding who your customer is and how they want to be sold can have a tremendous effect on how you do business. It doesn't matter whether it's offline or online, or whether you are selling your own or someone else's product.

By establishing that common ground you create empathy that can and will be noticed by your customer.

Are you able to identify your own buyer style? I hope so. When you do, it helps you understand certain traits or characteristics that you have used in your "selling style."

If you can do that, it will also help you understand how to adapt your style to that of your prospect.

The type of research that is outlined with our four examples can be exhaustive. I've used this information for over 25 years and add to it frequently.

If you are interested in learning how you can have access to these and over 200 other niche assessments, visit <http://www.aboutniches.com>.

# About Niches

## ***Adapting to the Internet***

I am probably going to step on some toes in this chapter. There are very successful marketers out there that have definite opinions about “how” you should sell on the Internet.

And, there are a gazillion products and systems out there that all claim to be the magic bullet to getting rich overnight with an online business.

Many of these products carry a pretty hefty price tag. In fact, some marketers tell you that something can’t possibly have any perceived value unless it’s priced in at least four figures.

On the flip side, there are scurrilous con artists that take perfectly wonderful material and practically give it away undercutting the time, effort and value of the original author.

There is also a lot of controversy about how sales copy should be written. Some say “long” copy is best. Others say “short” copy is best.

There are no magic bullets. Making a living in sales is hard work. It doesn’t matter if it’s selling face to face or on the Internet. It takes time and effort.

Telling you that you can make \$10,000 in 30 days just like the latest and greatest college kid did, is ridiculous. Yes, there is probably value in what they have to teach you. But at some point you have to say. . .STOP! Enough is enough.

Yes, “niche marketing” is the current Internet buzz. However, as I told you in the introduction to this book, “all marketing is niche marketing.”

I think that I have proven that thus far. Now let's take it a step further.

1. We have determined from our study of buyer styles that a "Driver" is a bottom line, results oriented buyer.
2. We have determined that Building Contractors fit that Buyer Style.

Doesn't it stand to reason, therefore, that a short, direct, bottom line message would be appropriate and appealing to a Building Contractor?

Why would you have a "Driver" wade through a lengthy sales message extolling the virtues of your product when that isn't the way he will buy?

The odds are, that even if you wrote the "million dollar headline" as soon as he sees paragraph after paragraph of redundant, repetitive material he will merely click away.

The same applies to the "Analytical." He has no interest beyond what results can be obtained from any product brought to his attention.

Again, hundreds of words on a subject will do nothing but turn him off to your offer.

Just the opposite is true of our "Talker" and "Amiable" buyer styles. They need the additional detail information in order to make a buying decision based on their buying styles.

The longer you work with the system, the easier it becomes to match up buyer styles and niches.

### ***Powerful Emotional Triggers***

If you are a student of online marketing you have probably read or even own some of the excellent material available that pertains to using specific emotional power words as triggers in your sales copy.

Using our buyer styles to target specific niches, these emotional triggers are extremely important. Much of the material that you read gives you lists of some of these emotional trigger words, but they are usually for generic use.

In order for our system to work properly, it is important to use the correct words with the appropriate buyer style. In doing so, you will increase the odds of a sale to your niche market.

Here is a list of those emotional trigger words and the buyer style that I feel is the most appropriate for each. Remember, there is nothing scientific about this. It's my opinion. You may feel that some of the words should be applied differently and I hope you do!

<b>Power Words</b>	<b>Expressive</b>	<b>Driver</b>	<b>Amiable</b>	<b>Analytical</b>
Achieve	x	x		
Addition				x
Advantage		x		
All		x		
Answer	x		x	
Appealing	x		x	
Appreciate	x		x	
Assets		x		x
Assist	x		x	
Assure			x	
Authorized		x		x
Available	x	x		x
Award	x	x		
Aware	x		x	
Awesome	x		x	
Back-up				x
Bargain		x		x
Beautiful	x		x	
Beauty	x		x	
Belief	x		x	
Believe	x		x	
Benefit		x		x
Best	x	x		
Bonus	x	x		
Breakthrough		x		x
Calming	x		x	
Can		x		
Cash		x		x
Cash back	x		x	



Certain		x		x
Change	x		x	
Chosen	x		x	
Cleaner	x		x	
Clients		x		x
Comfort	x		x	
Comfortable	x		x	
Comforting	x		x	
Comforts	x		x	
Commitment		x		x
Committed		x		x
Concentrated		x		x
Confidence		x		x
Conquer		x		x
Consistent		x		x
Cool		x		x
Cozy	x		x	
Created	x		x	
Data		x		x
Dazzling	x		x	
Debt-Free		x		x
Dedicated	x		x	
Delight	x		x	
Deliver		x		x
Deluxe		x		
Dependability	x		x	
Deserve	x		x	
Diamond	x	x	x	x
Difference	x		x	
Discover	x		x	
Double	x		x	
Dynamic		x		
Easy	x		x	
Educate	x		x	
Effective		x		x
Elevate		x		x
Enjoy	x		x	
Essential		x		x
Every	x		x	
Everywhere	x		x	
Exclusive		x		x
Experience		x		x
Expert		x		x
Explains	x		x	
Explore		x		
Extra	x		x	
Facilitate		x		x
Family-Owned	x		x	
Fantastic	x		x	

Fashionable	x		x	
Fast		x		x
Faster		x		x
Fastest		x		x
Favorite	x		x	
Figure(s)		x		x
Find		x		x
First		x		x
Flavor	x		x	
For Example		x		x
Found		x		x
FREE	x	x	x	x
Friendly	x		x	
Friends	x		x	
Fun	x		x	
Functional		x		x
Future		x		x
Genuine	x	x	x	
Germ-free			x	
Get		x		x
Gift	x		x	
Giveaways		x		x
Goals		x		x
Good	x		x	
Great		x		x
Guarantee	x	x	x	x
Happy	x		x	
Healing	x		x	
Health			x	
Heighten	x			
Help			x	
Holiday	x		x	
Hot		x		
How	x		x	
How to	x		x	
Hurry!		x		x
Ideas		x		x
Identify		x		x
Immediately		x		x
Imported		x		
Improved		x		x
Indulge	x		x	
Information		x		x
Informative		x		x
Informed		x		x
Insight	x		x	
Insure		x		x
Integrity	x	x	x	x
Intelligent		x		x

Invest		x		x
Investment		x		x
Involved	x		x	
Joy	x		x	
Latest	x		x	
Laughter	x		x	
Leader		x		
Leaders		x		
Leadership		x		
Leading		x		
Legal		x		x
Leisure	x		x	
Lifetime	x		x	
Living	x		x	
Long-term		x		x
Love	x		x	
Luxury	x		x	
Maintain		x		x
Maintenance		x		x
Management		x		x
Maximize		x		x
Medal	x	x		
Members	x	x	x	x
Modern	x	x		x
Moneys-Worth		x		x
More		x		x
Namely	x		x	
Nationwide		x		x
Natural	x		x	
Need	x		x	
Negotiate		x		
Now		x		x
Nutritional			x	
Official		x		x
Only		x		
Original		x		
Own		x		x
Peace	x		x	
Peaceful	x		x	
Performance		x		x
Platinum		x		x
Play	x		x	
Pleasurable	x		x	
Positive	x	x	x	x
Powerful		x		x
Predict		x		x
Prestigious		x		x
Preventative	x		x	
Prize	x	x		

Produce		x		x
Professional		x		x
Profit		x		x
Promise	x		x	
Promote		x		x
Prosper		x		x
Prosperity	x		x	
Protect	x		x	
Protection	x		x	
Proven		x		x
Purpose		x		x
Quality		x		x
Quick		x		x
Rapid		x		x
Reap	x		x	
Reason		x		x
Receive	x		x	
Recognized	x	x		
Reduced			x	x
References			x	x
Register			x	x
Regular			x	x
Relax	x		x	
Reliable			x	x
Report		x		x
Reputable			x	x
Reputation	x	x		
Rescue			x	x
Research				x
Resources				x
Response	x		x	
Restoration			x	x
Restore			x	x
Results		x		x
Reward	x	x		
Rewarding			x	
Rich	x	x		
Right		x		
Rush		x		x
Sale				
Save	x	x	x	x
Secret	x		x	
Self esteem	x		x	
Service	x		x	
Simple			x	
Solve		x		x
Source	x	x		x
Specialist	x	x		x
Step by step	x		x	

Stunning	x		x	
Suitable		x		x
Superior		x		
Sure		x		x
Tasty	x		x	
Team	x	x		
Techniques	x			
Tested		x		x
Therapeutic			x	
Tips	x			
Top	x	x		
Tradition			x	x
Trained			x	x
Training	x	x		
Treat	x		x	
Trust			x	x
Truth	x	x		
Ultimate	x	x		
Understand			x	x
Understanding	x		x	
Unique	x	x		
Universal	x		x	
Update		x		x
User friendly	x		x	
Vacation	x		x	
Valid		x		x
Validate		x		x
Value	x		x	
Vital			x	x
Want	x		x	
Warranty		x		x
Whopping	x		x	
Why		x		x
Win	x	x		
Wisdom	x	x	x	x
Working		x		x
Works		x		x
Worldwide	x	x		
Worth-it		x		x
Yes	x	x	x	x

There are no guarantees that these words will put your message “over the top,” but it sure can’t hurt!

There are a few words that are universal. While, I’ve never actually sorted them out, Analyticals have fewer emotional triggers than the other three styles because it isn’t their style.

## Putting It All Together

### *Let's do a little review*

By now you should have a pretty good grasp on how to create your own product. Be persistent with yourself. If you follow the exercises you will have a pretty darned good idea of where your strengths lie.

Everyone has their own unique talents and abilities. They are right there in front of you. All you need to do is expose them. Sometimes that can be difficult which is why we went through the exercise in the Getting Started section.

You may have skipped ahead because you saw a chapter title that intrigued you. Please go back and read Getting Started again. It is important.

You've learned the 6 Step System. That system alone is responsible for my sales success, not to mention all of the sales people I trained over the years. Use it, learn it and you will never forget it.

You've learned about the four predominant buyer styles. Whether you are selling online or to brick and mortar businesses, you now have the tools to help you sell to each of them. Most important, you've learned how to sell to them the way they want to be sold.

There are plenty of customers who want what you have to sell. It doesn't matter **what** you are selling. You can sell **anything to anyone** if you remember that basic truth.

**Sell to them the way they want to be sold!**

When you remember this principle and match it to a product that you believe in, the sky is the limit! You can sell with your integrity intact because you know that you are fulfilling **their wants and needs**, not your just your own.

## **6 Step System + Buyer Style + Niche = Profit**

Together we are going to take each element of the 6 Step System and adapt it for online use.

1. Approach . . . to gain rapport
2. Interview . . . to identify needs
3. Demonstrate . . . to explain features and benefits
4. Validate . . . to prove your claims
5. Negotiate . . . to work out problems
6. Close . . . to ask for a decision

Do you remember how we broke down each step using a percentage of time? Well, we can approximate the same figures for your online sales message.

Approach = 5%  
**Interview = 80%**  
Demonstrate = 5%  
Validate = 2%  
Negotiate = 7%  
Close = 1%

What we are going to do is compile a sales message similar to what you would use online to sell a product, or do a direct mailing piece.

We are going to use the same product and sell it to business owners using our four different buyer styles, so we need a product that every business uses.

Advertising will be our sample product and we will be selling advertising on our newsletter site.

This is a very short message suitable for a direct mail piece or solo ad. Normally your sales message would be much longer than the samples but these will give you an idea of how to tailor your message to buyer styles.

Here is a very “bland” message that is typical of the type of message that is sent by businesses every day. Yuck!

We would like to extend our invitation to you to advertise in our newsletter for the Holiday season. The format and design can be used to promote this occasion as a direct mail piece or in-house handout.

The ads that we have illustrated were designed for a standard 8 column newspaper. If your newspaper uses a different format, then you must ask them to reduce to fit their column width.

We hope that you find this offering as exciting as we do, and will take it into consideration for the upcoming holiday. You know that you can depend on our high quality of printing to assure your satisfaction with the finished product.

When you decide to place your order, please contact me at [telephone]. If I can be of assistance to you in any additional way, please don't hesitate to call.

Let's see how we can create a transformation using the same type of sales message but refined to our buyer styles.

I've highlighted the key words in **red**. Each message relates to advertising, but each one also includes the subliminal “trigger” for the specific buyer style.

We begin with the subject of the message, Many books and even software programs are available on writing “killer” headlines and subjects. However, most are generic in nature.

We need to write our subject four different ways to appeal to our four buyer styles. This is also the first step of our 6 Step System as it applies to niches online.



## 6 Step System for **Expressive** Buyer Style

### Step 1 - Approach

**Subject** = How To **Achieve** Advertising Results

Our expressive is compelled to read the message because the subject includes a reference to achievement. Remember, the expressive will respond to whatever sets him apart from the crowd. That includes recognition through achievement.

### Step 2 – Interview

How are we going to “interview” in a written message? Very simply. Read on:

How frustrating is it to have your **sales team** struggle with few or no leads? How tired are you of hearing “I told you so” when **friends or family** discuss your business building efforts? How often have you wished that just once **someone** would **achieve** results that would set you above the crowd? **Who** would you like to impress with success? How important would it be to your **team** to **achieve** great advertising results?

Can you see what we have done? We have used the interview process to stress what motivates our expressive. What is that? Their drive is for recognition by pleasing others.

### Step 3 – Demonstrate

Discover the answers to these and other advertising challenges with Willie Wonka’s Newsletter. Advertising in WWN will send a flood of leads to your **sales** team. Never again have to listen to the “nay sayers.” Finally, you can **achieve** results that will

create **positive prosperity** for your business. WWN will:

- Place your banner ad at the **top** of our daily news
- Our **unique** software will rotate your ad to reach only **people** interested in your product
- Redirect those **people** to your **sales team** and you decide where that is
- Guarantee that you receive the **value you deserve**

We have told our expressive what we will do and described it in words that appeal to his style. This is important to remember. What you read here might not appeal to you. What's important, however, is that we are speaking the language of the buyer style.

#### Step 4 – Validate

Please don't just take our word for it. Read what our **happy customers** have to say:

“Willie Wonka’s Newsletter is terrific.” We had **people** flooding our website to read about our offer. Thank you WWN!”

“WWN brought our **sales team** hundreds of new leads. We didn't know that there was such a **responsive audience!**”

Please don't “invent” your own testimonials. These are just examples so you can see how the important triggers are included for our buyer style.

What you should do, is sort through the actual testimonials that you receive from your customers and match them up as close as possible to the particular buyer style and niche that you are targeting.

## Step 5 – Negotiate

Realizing that you have never dealt with WNN before this, there may be **someone else** you would like to consult. We understand that and want to make certain that you are **comfortable** with our service.

That's why we are willing to **save** you time by getting started quickly. Place your order today and we will **include** an **additional** weekly run to your order at no additional cost. We are that **confident** that you and your **sales team** will be **delighted** with our service.

Expressives are not always the final decision maker, but generally do have a certain amount of discretionary oversight. They often use "someone else" as the scapegoat for not making an immediate decision. So we are acknowledging that, but not accepting it as an excuse not to make a decision now.

Once again we have used words that are music to the ears of our expressive. All buyer styles will sometimes make a decision based on the "fear of loss" as opposed to an anticipated gain.

## Step 6 – Close

Your **sales team** will be excited about all the **new** leads you are **receiving!** The **advantage** of our **special** offer is **available** for 24 hours. Get started right away and grab that **priceless** extra week of **free** advertising.

Commonly known as the "assumptive" close, it works well in written form. We don't ask for the sale, we assume it. And why shouldn't we? We have led our expressive buyer style through the 6 Step System selling him what he needs exactly how he likes to be sold. What could be better?

## 6 Step System for **Driver** Buyer Style

### Step 1 - Approach

**Subject** = Advertising That **Conquers** Competitors

The driver is also an achiever, but they are also more apt to respond to words that represents a challenge. They are also extremely competitive. Dangle a carrot that indicates that and they are bound to read your message.

### Step 2 – Interview

What are you trying to **accomplish** with your current advertising **strategy**? What would you like to have **happen** that isn't happening now? How important is it that you are able to **get more done** with less **effort**? How many **problems** with your present advertising method waste your **time** rather than save it? How important is it that you show immediate results to **combat your competitors**?

Since our driver is only interested in results, our interview questions are specific to helping fulfill that need. We stress accomplishment, strategy (which tends to imply something secret that only the driver knows), getting things done, as well as hinting at a leg up on his competitors.

### Step 3 – Demonstrate

Look no further. Right **here** and right **now** put your advertising details in the **competent** hands of Willie Wonka's Newsletter Advertising Team. Don't waste another **minute** of your **valuable time** on mindless number crunching to **insure** your projects are handled **profitably**. With WWN you:

- **Specify** your budget

- **Select** your plan
- **Dictate** your **expected goals**
- **Assign** us your **projects** and artwork
- Sit back and let our team do the rest and you receive the **value you deserve**

Our no nonsense, down to business approach is just what the Driver wants to hear. He doesn't want to handle the details and we have shown him that he doesn't have to, that our service will free up his time for more important matters and we did it in his language.

#### Step 4 – Validate

Please don't just take our word for it. Read what other **insightful leaders** have to say:

“Willie Wonka’s Newsletter **gets results.**” We had **sales** swamping our website to read about **us**. Thank you WWN!”

“WWN **freed** up my **time** for other, more **important product development**. I wish I had heard about them years ago!

Again, don't “invent” your own testimonials. Sort through your actual testimonials and match them up as close as possible to the particular buyer style and niche that you are targeting.

#### Step 5 – Negotiate

We realize that your **time** is **valuable** and we don't want to waste it. We'd like to **offer** you an **extra** 7 full days of our **top sponsor** advertising **position** at no additional cost. The offer is limited and must be accepted within the next 24 hours.

Further, you have our **unconditional guarantee** that our team will send 25,000 visitors to your web site

over the period of your ad run. If we don't **perform**, you get an **additional run free** of charge.

Drivers want results. They make decisions based on the bottom line perception of value. Give them what they want to hear, short, brief and almost curt and you will never worry about making the sale. Drivers will read your message quickly, gather the facts and click the order button.

### **Step 6 – Close**

If you are looking for **results** with a **minimum** outlay of **time**, cost and **effort** our team will begin **producing** for you **today**.

Drivers are the type of buyers who will merely scan a long advertisement to determine what is being sold, how can he gain, how soon can he expect results and how much it will cost. The cost is usually secondary if the Driver perceives an equitable exchange of value for dollars. A Driver will never need to ask someone else for a decision.

## 6 Step System for **Amiable** Buyer Style

### Step 1 - Approach

**Subject** = Advertising **Help** Is Here

Our amiable is the consummate nice guy who likes routine. Since amiabes are driven by security they will respond to a trigger that will offer them assistance, solutions and safety.

### Step 2 – Interview

Are you **struggling** with advertising that doesn't **help** your business? Are you looking for something that will help you build your business with **little or no risk**? How important would it be if you had someone to **assist** you in taking care of all those pesky advertising details? Would you like to have the equivalent of an entire advertising staff that is **stable, dependable** and ready to **help you** build your business? How important is it to have someone **help** with your advertising program?

Our amiable does not like taking risks. They would like to be helped with all the details of running their business. They will base their decisions on whether they like you or your message and if they feel that you can help them in a stable, dependable manner.

### Step 3 – Demonstrate

Your struggle is over! Adding the Willie Wonka Newsletter to your advertising efforts gives you an entire support team to help you insure that you are getting the best value for your advertising dollar. WWN will:

- **Help** you **write** and **prepare** your ads
- Give you **free** ongoing **support**

- Make **certain** that your ad reaches **every** potential customer
- **Assist** you in split **testing** your advertising
- Furnish **trusted** software for **tracking** your ads
- **Safe, secure** ordering
- Assign you a **personal consultant**

Notice that we have listed more bullet points with the Amiable. They require more detail. Granted, our examples are very short to begin with and are designed to give you a “taste” of how yours should read. In the case of the amiable make certain that you give them every bit of “nitty gritty” that you can think of. They require it. Making decisions is difficult for them and you need to be trusted.

#### Step 4 – Validate

Please don't just take our word for it. Read what other **folks** have to say:

“Willie Wonka's Newsletter took **away all my fears** about advertising online.” We had people visiting our website every hour of the day to read about **us**. Thank you WWN!”

“My WWN **personal consultant** seemed to know the **answers** to my questions before I **asked** them! Thank you WWN for **helping** me become successful!

To eliminate the risk of sounding like a broken record, use your own testimonials carefully matching them up with buyer styles as closely as possible.

#### Step 5 – Negotiate

We **understand** that buying advertising requires **careful consideration**. Many of our customers **felt** that way too, so we would like to make you a **special offer**. Not only will we provide you the most



**dependable method** of advertising available online, we will also **gift** you with an entire **extra** week of advertising.

Not only that, but we **safeguard** your decision by offering you our 100% **guarantee**. If you aren't **satisfied** with the **services** our team and your **personal consultant** provide, we will run your ad again at **no additional cost**.

Assurance and hand holding are a “given” for our amiable. They need and deserve to trust you. They want to know that they are spending their hard earned dollars with someone who appreciates them, their business, their money and who doesn't take that trust lightly. Treat them right and they will be a customer for life!

### Step 6 – Close

We **appreciate** your business and look forward to **helping** you succeed for years to come. We are **committed** to becoming a **dependable** source for all your advertising **needs**. Let's get started today.

No question is too trivial for an amiable. They want you to become their friend. If you develop that relationship their loyalty will be unyielding.

## 6 Step System for **Analytical** Buyer Style

### Step 1 - Approach

**Subject = Invest** Your Advertising Dollars

Analytical buyer styles will respond to words that pertain to facts, figures, return on investments and so on. Their decisions are based on the bottom line. Using words that pertain to that will motivate them to read the message.

### Step 1 – Interview

What kind of **return on investment** is your current advertising program giving you? How important is it that you are able to control **how often** your ads run? Are your current advertising **reports** providing you with precise **data** about visitors to your site? How important to you is the ability to have **accurate facts** and **figures** on your **click thru rate**?

You just can't load enough facts, figures and details onto the analytical. Analyticals don't respond to emotion. They are more interested in the bottom line. Logic is more important to them than creativity. Load up the data and they will continue reading.

### Step 3 – Demonstrate

Become more efficient and solve your advertising problems once and for all. Willie Wonka's Newsletter maximizes your advertising investment while logically solving your advertising needs. With WWN you:

- **Specify** your budget
- **Select** your plan
- Receive **detailed daily reports** on your advertising activity

- You **plug in the numbers**, we provide you with the **facts**
- **Interact** with our team and a **trained account consultant** to assist and **assure** that you receive the maximum **return on investment**

Facts, figures and logic. Data, reports, numbers. These are what analyticals thrive on. Don't try to appeal to their emotions. They don't care about feelings. They want to see and **understand the process** and the end result. These are the people who must balance their checking account to the penny each month.

#### Step 4 – Validate

Please don't just take our word for it. Read what others have to say:

“Willie Wonka’s Newsletter gives me a **detailed report** on **visits, clicks** and **sales** every day.” The **numbers** visiting our website are staggering **compared** to previous **figures**. Thank you WWN!”

“WWN **increased** our sales by **30%**. Thank you WWN!”

Do I even need to say it again? Sort through your actual testimonials and match them up as close as possible to the particular buyer style and niche that you are targeting.

#### Step 5 – Negotiate

We realize that you would like to **understand** the **specifics** of our advertising programs and how they **factor** into your **operation**. We'd like to **add** a full **25% increase** to your advertising **budget** with **no cost** to you. That's an **extra 7** full days of our **top** advertising **position** at **no additional cost**. Since the

offer is **limited** it must be accepted within the next **24 hours**.

Further, you have our **unconditional guarantee** that our team will send **25,000** visitors to your web site over the **30 day period** of your ad run. If we don't provide the **numbers**, you get an **additional run free** of charge.

Like Drivers, Analyticals want results. The difference is that they also don't like risk. In that regard, details are important to them, but only insofar as those details are factual and logical. Hence the use of numbers, equations and percentages will appeal to them.

### Step 6 – Close

**Increase** the **return** on every advertising **dollar spent**, beginning today. You know your **numbers**, we know advertising. Together it's a **logical choice**.

Your analytical can also be a valuable ally in your customer base. Never apply pressure to analyticals. Too many inflated, emotional buttons will drive them to click away very quickly. Once they have all the facts, they will make a decision very rapidly, but “hype” will turn them off.

## Summary

It is my sincere hope that you will take the information contained in this book and put it to use,

The system works. I've used it myself and taught many others to do the same. Can I guarantee that the 6 Step System will work for you? Of course not. That would be a foolish promise.

Just as I can't guarantee that applying the buyer styles to your offline presentations or online messages will work for you.

I **can** tell you unequivocally that the more information you have about your target customer, the higher the odds of making a sale.

Successful sales isn't something that just happens **to** people. It takes practice and an arsenal of tools and knowledge to master selling with integrity.

There are no magic bullets. "Hype" may sell in the short term, but if you are looking at long term success honesty and integrity must be your daily mantra.

Need fulfillment is the most ethical method of service to your fellow man, or woman. If you are accepting their money they deserve nothing less than the very best.

They deserve to know that you care about their wants and needs. Only by creating common ground and empathy can you ever expect to be truly successful in selling to others.

Scroll down and you will find each of our four buyer style messages printed in it's entirety without the commentary.

If you would like to learn more about profiling niches and buyer styles you can visit my website, [About Niches](#). I'll be happy to answer your questions.

**Patty Baldwin**

*The universe operates through dynamic  
Exchange . . . giving and receiving are different  
Aspects of the flow of energy in the universe.*

*And in our willingness to give that which we seek,  
we keep the abundance of the universe in our lives*

*. . . .Deepak Chopra, The Law Of Giving*

## **Complete Message for Expressive Buyer Style**

Subject: How To Achieve Advertising Results

How frustrating is it to have your sales team struggle with few or no leads?

How tired are you of hearing “I told you so” when friends or family discuss your business building efforts?

How often have you wished that just once someone would achieve results that would set you above the crowd?

Who would you like to impress with success?

How important would it be to your team to achieve great advertising results?

Discover the answers to these and other advertising challenges with Willie Wonka’s Newsletter. Advertising in WWN will send a flood of leads to your sales team. Never again have to listen to the “nay sayers.”

Finally, you can achieve results that will create positive prosperity for your business. WWN will:

- Place your banner ad at the top of our daily news
- Our unique software will rotate your ad to reach only people interested in your product
- Redirect those people to your sales team and you decide where
- Guarantee that you receive the value you deserve

Please don’t just take our word for it. Read what our happy customers have to say:

“Willie Wonka’s Newsletter is terrific.” We had people flooding our website to read about our offer. Thank you WWN!”

“WWN brought our sales team hundreds of new leads. We didn’t know that there was such a responsive audience!”

Realizing that you have never dealt with WNN before this, there may be someone else you would like to consult. We understand that and want to make certain that you are comfortable with our service.

That is why we are willing to save you by getting started quickly. Place your order today and we will include an additional weekly run to your order at no additional cost. We are that confident that you and your sales team will be delighted with our service.

Your sales team will be excited about all the new leads you are receiving! The advantage of our special offer is available for 24 hours. Get started right away and grab that priceless extra week of free advertising. [Click Here Now!](#)



## **Complete Message for Driver Buyer Style**

Subject: Advertising That Conquers Competitors

What are you trying to accomplish with your current advertising strategy?

What would you like to have happen that isn't happening now?

How important is it that you are able to get more done with less effort?

How many problems with your present advertising method waste your time rather than save it?

How important is it that you show immediate results to combat your competitors?

Look no further. Right here and right now put your advertising details in the competent hands of Willie Wonka's Newsletter Advertising Team.

Don't waste another minute of your valuable time on mindless number crunching to insure your projects are handled profitably. With WWN you:

- Specify your budget
- Select your plan
- Dictate your expected goals
- Assign us your projects and artwork
- Sit back and let our team do the rest and you receive the value you deserve

Please don't just take our word for it. Read what other insightful leaders have to say:

"Willie Wonka's Newsletter gets results." We had sales swamping our website to read about us. Thank you WWN!"

“WWN freed up my time for other, more important product development. I wish I had heard about them years ago!

We realize that your time is valuable and we don't want to waste it. We'd like to offer you an extra 7 full days of our top sponsor advertising position at no additional cost. The offer is limited and must be accepted within the next 24 hours.

Further, you have our unconditional guarantee that our team will send 25,000 visitors to your web site over the period of your ad run. If we don't perform, you get an additional run free of charge.

If you are looking for results with a minimum outlay of time, cost and effort, our team will begin producing for you today. [Click Here!](#)

## **Complete Message for Amiable Buyer Style**

Subject: Advertising Help Is Here

Are you struggling with advertising that doesn't help your business?

Are you looking for something that will help you build your business with little or no risk?

How important would it be if you had someone to assist you in taking care of all those pesky advertising details?

Would you like to have the equivalent of an entire advertising staff that is stable, dependable and ready to help you build your business?

How important is it to have someone help with your advertising program?

Your struggle is over! Adding the Willie Wonka Newsletter to your advertising efforts gives you an entire support team to help you insure that you are getting the best value for your advertising dollar. WWN will:

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- Give you free ongoing support
- Make certain that your ad reaches every potential customer
- Assist you in split testing your advertising
- Furnish trusted software for tracking your ads
- Safe, secure ordering
- Assign you a personal consultant

Please don't just take our word for it. Read what other folks have to say:

"Willie Wonka's Newsletter took away all my fears about advertising online." We had people

visiting our website every hour of the day to read about us. Thank you WWN!”

“My WWN personal consultant seemed to know the answers to my questions before I asked them! Thank you WWN for helping me become successful!

We understand that buying advertising requires careful consideration. Many of our customers felt that way too, so we would like to make you a special offer.

Not only will we provide you the most dependable method of advertising available online, we will also gift you with an entire extra week of advertising.

Not only that, but we safeguard your decision by offering you our 100% guarantee. If you aren't satisfied with the services our team and your personal consultant provide, we will run your ad again at no additional cost.

We appreciate your business and look forward to helping you succeed for years to come.

We are committed to becoming a dependable source for all your advertising needs. Let's get started today. [Click Here!](#)

## **Complete Message for Analytical Buyer Style**

Subject: Invest Your Advertising Dollars

What kind of return on investment is your current advertising program giving you?

How important is it that you are able to control how often your ads run?

Are your current advertising reports providing you with precise data about visitors to your site?

How important to you is the ability to have accurate facts and figures on your click thru rate?

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- Select your plan
- Receive detailed daily reports on your advertising activity
- You plug in the numbers, we provide you with the facts
- Interact with our team and a trained account consultant to assist and assure that you receive the maximum ROI

Please don't just take our word for it. Read what others have to say:

"Willie Wonka's Newsletter gives me a detailed report on visits, clicks and sales every day." The numbers visiting our website are staggering compared to previous figures. Thank you WWN!"

“WWN increased our sales by 30%. Thank you WWN!”

We realize that you would like to understand the specifics of our advertising programs and how they factor into your operation.

We’d like to add a full 25% increase to your advertising budget with no cost to you. That’s an extra 7 full days of our top advertising position at no additional cost.

Since the offer is limited it must be accepted within the next 24 hours.

Further, you have our unconditional guarantee that our team will send 25,000 visitors to your web site over the 30 day period of your ad run. If we don’t provide the numbers, you get an additional run free of charge.

Increase the return on every advertising dollar spent, beginning today. You know your numbers, we know advertising. Together it’s a logical choice. [Click Here!](#)

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