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that your competition are certainly not letting the prospects know this, are they? They are out in the jungle selling what you are selling, and making the same claims that you are making.

Now don't get me wrong, the features and benefits associated with your company are important - it's how we use them that makes the difference. But, if you're selling in the traditional way, the only thing setting you apart from the competition could be the

company name on your business card and the final price, or maybe who takes the customer to the next hockey or football game. So, if features and benefits, don't convince people to buy, what does?

Emotions! Technically, there are five emotions that lead to buying decisions when they are aroused in prospects. Pain in the present. Pain in the future (fear). Pleasure in the present. Pleasure in the future. Interest or curiosity.

People make decisions

intellectually, but they buy emotionally. Benefits such as increased profits, maximum efficiency, and ease of use appeal to the intellect, but not to the emotions. Try all you want to sell intellectually and most of the time it won't work. And when it does, it's too much work and the margins are small.

I suggest you choose to sell on an easier path. When you sell, pursue only the pain! All the other emotions aren't as strong, so ignore them. Cut below the

surface, uncover the prospect's real motivations and expose the pain.

Pain is such a strong emotion that prospects will do anything to avoid or eliminate it. When you get your prospect to feel pain, especially pain in the present and then demonstrate that you can end their suffering and hurt, you are a step closer to the sale.

Colleen Madsen, is the owner of the Sandler Sales Institute. Visit: www.sandlerstuff.com or call 449-4906

Auto manufacturer awards one million dollars WHY BOTHER? THE WINNER IS LIKELY TO LOSE IT ANYWAY

KELLEY KEEHN

On January 9, 2006, DaimlerChrysler awarded one lucky winner a million dollars, changing a life forever.

The question is, will it be a positive or lasting change?

WHAT'S THE PROBLEM WITH MONEY?

There's no problem with money. In fact, most Canadians feel that having more money would solve their financial problems, but they're wrong. In Canada, most lottery winners receive lump sum payments for their winnings and are statistically worse off financially just a few years later than they were before they won the money. Receiving a large windfall can create discomfort and unease as the individual didn't have the natural and



KELLEY KEEHN

gradual experience of earning this sum of money. Case in point, just a few short months ago, a Manitoba man hung himself after blowing his \$10-million lotto winnings (The Canadian Press).

If one examines a typical self-made millionaire, he or she has had years, likely decades to grow their wealth and educate himself or herself about money management. Emotionally and

intellectually, the self-made millionaire is comfortable with their wealth, as they've acquired it slowly and gradually. If the self-made millionaire is a real estate owner for example, they may not even realize that they're rich unless they have recently obtained an appraisal, especially if they've held on to their properties for quite some time.

Overnight successes are similar to losing 30 pounds in one month; the weight isn't likely to stay off and most crash diets result in the individual being in a worse state than before. Sudden wealth is no different.

WHAT'S THE SOLUTION?

What can lottery winners and inheritance recipients do to retain their fortunes (whether large or

small)? Or is their fate sealed? The first step is awareness. When someone realizes there's a potential problem with their money, they're more open to searching for a solution. The second step is working with a qualified and experienced financial advisor. A professional will likely recommend a "cooling off" period as a must.

Kelley Keehn, lecturer, personal coach and author of *The Prosperity Factor*, uncovers the "inner games" we play surrounding wealth. A financial professional for over a decade, she has developed a fun and practical guide to changing your "money mindset."

Visit online at www.TheProsperityFactor.com or call 1-877-488-8760.

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