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Special Message:

Selling INTEGRA - Part II Information Delivery

As was stated in my last special message, after you deliver your opening statement conveying the major benefit of adopting the INTEGRA Program®, you can only do two things:

DELIVER INFORMATION

DETERMINE THE ORDER OF INFORMATION DELIVERY

Let's assume your opening statement delivered a very strong statement of a desirable (to the particular prospect you're addressing) benefit, and now you must continue your presentation by releasing information to the prospect. Let's further assume you're armed with adequate information and ready to focus on the order of information release.

After stating your opening, begin to PROVE that you can back up what you claim. This is done with stating product features and demonstrating them, and offering examples of customers you've satisfied in similar situations with testimonials, and referrals.

This is a critical stage of the presentation, and MUST follow and support your initial benefit offer.

For example, if you offer to give your prospect a safer product system because one of his employees got injured by contact with a competitor's chemical, show him the INTEGRA SurSeal™ insert, and how it works to seal the container when it is out of the INTEGRA Activator™. Have some testimonials at hand. Have pictures showing INTEGRA setups versus a competitor's buckets with chemicals leaking all over. Have numbers of happy INTEGRA customers that your prospect can call.

In other words, prove and support your major claim of safety (or whatever else you claimed). You must first convince your prospect that you can and will deliver on your claim. This is very important, and must follow your promise of benefit.

After you've proved your claim, move on into explaining your product, and mention some sub benefits related to product features. Make sure your prospect understands INTEGRA, and appreciates the overall concept. Don't hurry this phase up, make sure your prospect is very clear on what INTEGRA is and what it does (and more importantly, what it will do for him).

Next, it's time to ask for the business.

But before you ask, summarize your main benefit and supporting materials, recap the many valuable aspects of the INTEGRA concept (there are many), and be sure to use lots of visual props as you progress through your recap.

Now ask the prospect to adopt the INTEGRA Program®. Do not be shy or apologetic. Proceed as if both you and the prospect know and understand that what you're offering is a better deal than what is in place now.

This is a basic formula, with many shades in between, but just sticking to the basics will land you lots of sales.

Good Selling,

John White