

Sales etips



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An Analogy is Worth a Thousand Words

Buyers compare what they see and hear to their own knowledge and experience. How often have you heard a prospect say, "Our business is different...?" Of course, there are peculiarities to all businesses. Smart sellers do their research and know how to use analogies appropriate to the points

they want to make. For example, a service company wanting to emphasize their expertise and efficiency simply made an analogy. Knowing their prospects usually outsource legal services, they simply ask why legal services were outsourced. The answer usually revolves around expertise, efficiency and the lack of need for a full time attorney on staff. For the same reasons they should outsource their needs around marketing, insurance, etc. What analogies can you use to make a bigger impact with fewer words?

"Genius might be the ability to say a profound thing in a simple way." – Charles Bukowski

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