



It's not £30 Madam...

Do you remember visiting the local market where twenty or thirty stall holders displayed and sold their wares, from curtains to CDs, fruit and veg to well, whatever.

The stall that often attracted most interest was the one where a man would be selling plates from a dinner set.

"It's not £30 madam, it's not £20..."

This was not hard sell. What it was, was great selling with the crowd able to see exactly what was for sale – the plates, listening to a spiel that was funny, short, highly personal and absolutely focused on the message that you couldn't do without these plates.

The crowd's interest was grabbed from the start, it was connected, and it was stimulated sufficiently enough to "buy into the occasion" and obtain what was on offer.

The impulse to buy was strong. But they didn't spend £10 - they spent £50 on the whole set. The trick was not selling the plates, it was getting them to buy the whole dinner set even when they probably didn't actually need one - the sales message was irresistible.

Now imagine the internet is your market place and your stall is your website.

There's your website in front of a group of prospective customers who are hanging around to see if it's worth their time to wait and hear what you have to say.

What do you promote? How about all the services you can offer?

Did the plate salesman try and sell every item of the dinner set? No.

He concentrated on the smaller offering first - the plates, because he knew that this smaller item wasn't too scary for the crowd to buy into. £10 sounds much better than £50. The hard bit is to make the first "mental" sale of £10 before the easier £50.

So if you really want your customers to be interested in your website, don't try and show off your entire "dinner set" – it's too much, too much expense too early in terms of financial and mental swallowing.

Concentrate on laying out "your plates" for inspection first, and once they show an interest move them towards your "dinner set".



Too many websites try to “sell” everything up front, often without much success, so learn from the stall holders, work out what one or two smaller things might seriously interest your clients, something they’d really like (product or service), something that requires more of an emotional decision rather than one that makes them stop and think.

If you get their attention and make that emotional connection.

You can sell them the world afterwards.

If you need some help selling, why not email me at: gerryw@flyingveemgt.co.uk

or call 0800 86 202 86