



### **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 whatever! The stall that attracted most interest was usually the one where a man would be selling plates from a dinner set.

"It's not £30 madam, it's not £20, It's not even £10, to you Madam it's..."

This was not hard sell. It was great selling. The crowd were 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. A real bargain!

The crowd's interest was grabbed from the start, it was connected, and it 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 browsing 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 up front? No.

He concentrated on 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! Start with something irresistible. Your "plates".

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 immediately, often without much success. Learn from the stall holders. Work out what are the one or two things your clients really want, something they need or like (product or service); something

that triggers an emotional decision rather than one that makes them stop and think. The old selling tricks like discounting; this is one off deal; buy while stocks last, still work.

If you get their attention you must try and make that emotional connection. You can sell them the world afterwards.

To help you organise what's on your website and make it happen:

call: **01925 262 800** or simply email: [gerryw@flyingveemgt.co.uk](mailto:gerryw@flyingveemgt.co.uk)