

Marketing studies consistently show that products and services that target the reduction or elimination of specific, right-now problems are much easier to sell than those that offer prevention or the promise of future positive results.

Also, the more narrowly you can define the ideal audience for a product or service while still having a viable base of potential buyers, the better results you will have.

First, decide on a specific audience you want to reach. Better, think of a “composite customer” (a.k.a. “avatar”) that you have helped. Remember that it’s a person or group of people who make business buying decisions™. Here’s an example:

Your company, Softrite Solutions, sells custom inventory management software, process management software and other IT services to distributors of consumer and business products, and light manufacturers.

A typical customer is John Smith, VP of Production for Acme Widgets, a manufacturer of left-handed hammers, screwdrivers, wrenches and other tools for the auto repair industry. Acme is a 30-year-old company that is well known in the industry, but that has been experiencing shrinking profit margins in recent years due to lower priced offshore competition. John came up through the ranks at Acme, starting as a shipping clerk. He got a mechanical engineering degree by attending night and weekend classes at the local technical school. He is married with two teenage children that would like to attend college.

As John’s account rep for the past three years, you have learned something about John’s key personal issues in addition to keeping current with his company’s front-burner issues. The company’s specific right-now problem is controlling manufacturing costs to stop margins from shrinking. John’s main concern is keeping Acme competitive and profitable at the same time so Acme will stay in business, so his job will be secure and he can send his two children to college without having to tap into his retirement account.

Two years ago Acme upgraded their inventory management software to Softrite and they are happy with it. But their front-burner issue is making their manufacturing process more efficient to reduce waste and speed up production. If they could do that, they could keep their pricing in line with foreign competitors while increasing margins. This is John's "If I could just" mantra:

"If I could just... reduce waste and speed up production..."

"I would be able to... keep Acme in business..."

"My life would be better because... I can keep my job, send my kids to college and retire comfortably."

You will find an "If I could just" section at the end of this report. This may not seem important but I can assure you that if you can create meaningful, relevant "If I could just" mantras for your key avatars, and then offer solutions that directly address those mantras in ways that are unique, ***you will be wealthy beyond your wildest dreams of avarice!***

This is because virtually no one does this. Sure, your competitors may have seen the movie, *Avatar*, but they probably have never applied the Avatar concept as discussed here.

And speaking of unique solutions, we next want to identify the one thing that sets your product or service apart from competitors your avatars may have been exposed to. I call this your "Only-One Advantage."

For example, "Softrite Solutions' process management software is the only product of its kind that was developed side-by-side with actual end users to refine and perfect the code so it's 100% bug-free the day it's installed."

But, ***this is not enough!*** I also developed what I call the "Which means? So What?" strategy. It's great that the software will be 100% bug-free the day it's installed, but what does that mean in terms of real or perceived benefits? It could mean, for example, "So you can concentrate on learning and using it with the confidence that it will perform as promised and keep your manufacturing process running smoothly and efficiently."

Okay, but so what? “So your downtime will be minimized due to unexpected problems in your assembly line; your waste will be virtually eliminated, and your production time will be improved by a minimum of 20%.” But wait there’s more!

“After using our software for 90 days, you can expect to increase your margins from 5 to 20%, thereby strengthening your market position, improving your cash flow and boosting your return on capital.”

I call this process heaping benefits on benefits. Done properly this will give crystal clarity to your avatars as to why they need to buy your product or service instead of a competitor’s or worse for them, doing nothing.

Next, we “dimensionalize” the problem for the avatar. For example: Is this you?

- You’re worried that cheap foreign competition is eating away at your profit margins and market share.
- You’re concerned that an unexpected production line stoppage could result in costly unscheduled maintenance, causing unacceptable delivery delays.
- You’re frustrated with the unreliability of your current process management software but think you don’t have the money to replace it.
- You wish someone could come in and give you an honest assessment of your production process in days instead of weeks, for a price that makes sense, that won’t make you look incompetent.
- With these problems solved you could spend more time on new product development to stay on the leading edge.
- You could also spend more time on team building to improve the morale and efficiency of the human factor.

Be honest. Have you ever gone into this much depth with defining your ideal composite customer and his business problems and personal challenges? No? Well the good news is, ***neither has your competition!*** Now it’s your turn. Print the next page and:

1. Describe three avatars that have different sets of problems that you can offer unique solutions for.
2. Of those problems, which do you think is the most acute for each avatar?
3. Assign 5-7 benefits to each solution and try to heap benefits on benefits.

Your Avatar's "If I could just" Mantra

Let's peek inside the mind of your ideal prospect and fill in the blanks of what is keeping that prospect up at night. Your prospect is mentally saying:

If I could just fix this problem/these problems:

So that I would be able to:

Then my life would be better because:

Now ask, "If I was my avatar, would I want to buy from me?" If you can answer an honest "Yes!" then you are in a position to dominate your industry. If not, I might be able to help via my one-to-one, private mentoring program. **Visit USPology.com/ready to see if you qualify for a Strategic Discovery Call.**

See offer for Nick's new book on the next page!



Nick's New Book: Easy, 7-Step Formula Shows Consultants, Coaches, Trainers, Speakers, & Service Providers How to Get More Clients to Buy More, More Often!

This book is for consultants, coaches, trainers, speakers, and service providers whose clients buy advice on, and custom solutions to, their problems. The strategies will attract premium buyers who see you as the best and obvious choice, are ready to do business on your terms at your prices, with minimal negotiation. The principles of USPology apply universally to any business, non-profit or membership organization.

[Click to Buy at Amazon](#)

