

Finding Your WOW! Factor

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Have you ever walked into a store to purchase a particular item and walked out with something you never expected to buy? I have. While shopping at Bloomingdale's a few years ago, a friendly sales representative convinced me to do a makeover. Now, I had absolutely no intention of buying anything from her, but I thought it could be fun and I also thought I might learn a few new application tricks. About an hour later I left the store with the complete cosmetic line in tow, convinced I'd discovered the greatest products known to mankind.

How did she do it? How did she transform a non-interested prospect into a total product convert? She sold me on the WOW! Factor.

What's the WOW! Factor? It's when a sales person provides you with the kind of information that makes you take notice and say "Wow! I didn't know that." This sales person focused her presentation on me, not on the product. She asked me questions about other performance products I'd used and she listened as I shared what I liked and didn't like. Never once did she try to "sell" me anything, but she provided me with information and value so I could "buy" what I needed.

"Let me give you a case in point," says Chet Holmes, author of *The Ultimate Sales Machine*, the number one bestselling business book on Amazon.com. "I have a client who sells employee benefits and insurance to companies. His sales team would call up a client and say, 'We want to come and talk to you about your health care benefits.' Because 97 percent of prospects think they are happy with their current broker, that's a really hard call to make. However, when they created a presentation that pointed out something like the five dangers facing all

employees and how knowing what those dangers are can dramatically reduce costs and increase profits, it made not just the sale go better, but it became easier getting appointments, too."

Chet's client, just like my cosmetic representative, understood the importance of providing their prospects with a reason to change their buying habits. Too many salespeople fail because they insist on telling you all the features and advantages of their products. They race through their presentations without ever pausing long enough to engage their prospect. Half-heartedly the prospect listens and at the end of the presentations often says something such as, "Well, I'll think about it," or "Let me discuss it with some of my team members." If you are in sales, you know exactly what I mean. Nobody cares how great your product is unless it does something for them. That's right - your prospect is self-centered. They want to know what's in it for me.

Furthermore, being a "me-too" in the market isn't going to motivate anyone to embrace your brand. But once you've piqued your prospect's curiosity about additional value and how you can provide a product or service that will make a world of difference to them or their business, then you are in the door. And if you continue to focus on their needs throughout your sales presentation, once they buy, they will feel good about that purchase.

I have no idea what happened to all those things I bought that day a few years ago. But I do remember the feeling of elation when I walked out of the store that day with my purchase. Don't you wish all your customers felt that way?

What Do They Drive?

AP asked candidates to name their first cars. Here are their answers and some of their personal vehicles now:

DEMOCRATS:

New York Sen. Hillary Rodham Clinton: A 1963 Oldsmobile Cutlass with a battery she kept in her law-school dorm on cold nights so the car would start when she needed it. (Now: A Ford hybrid and Secret Service vehicles as former first lady)

Former North Carolina Sen. John Edwards: Plymouth Duster. (Now: Ford Escape hybrid, 2004 Chrysler Pacifica midsize SUV, 1994 GMC truck.)

Illinois Sen. Barack Obama: Grandfather's Ford Granada was the first car he used extensively. (Now: Chrysler 300C, a full-size sport-luxury sedan.)

New Mexico Gov. Bill Richardson: Secondhand Ford Mustang. (Now: Official state vehicles and "Jeep Wrangler,"

REPUBLICANS:

Former New York Mayor Rudy Giuliani: A used Dodge. (Now: "I don't drive, I navigate.")

Former Arkansas Gov. Mike Huckabee: Mercury Montego. (Now: 2007 Chevrolet Tahoe and 1995 Chevrolet Silverado pickup truck)

Arizona Sen. John McCain: 1958 Corvette. (Now: Cadillac CTS, a midsize luxury sedan)

Former Massachusetts Gov. Mitt Romney: A used 1963 Rambler Classic, which he got in 1965 when he went to college. (His father, then Michigan governor, had helped develop the Rambler as American Motors chief) (Now: 2005 Ford Mustang convertible and 1962 Rambler American.)

Former Tennessee Sen. Fred Thompson: Red pickup. Now: Unknown.

Source: *Ford Muscle Car*, December 2007