

Something to think about

“Salesperson who cover chair instead of territory, always on bottom.”

-FOUND IN FORTUNE COOKIE

## YOUR UNIQUE SELLING POINTS

### 1. BRAVE. 2. CLEAN. 3. REVERENT...

BY SANDY PULLINGER, MD OF NFOLD



“Brave, clean and reverent” sounds a bit like a scout’s oath. Imagine promising your customers you’ll be brave and strong and true. The example is extreme, but it shows that your customer want to know how you’re different. And some differences matter to them more than others.

Think about what you have to offer and select a few qualities, prioritised in terms of what your client cares about. If possible, tie them to the return on investment you’re demonstrating. If you’re a big consulting firm competing against other big consulting firms, your customer may not care. But if you’re up against a small specialist firm, your breadth of knowledge and experience may be important. What you mention first, is what your customer will think is the most important selling point. So make it good.

SALES DAYS LEFT  
IN 2009: 85

# SALESGURU LIVE!

The most recent SALESGURU event was a huge success, with our two speakers Paul Naidoo and Bill Gibson sharing their trade secrets on target busting. See page 1 for details of our October event.

SALESGURU's  
MARK KEATING  
knows that coffee  
is only for closers



BILL GIBSON  
wowed the crowd  
with his  
no nonsense  
selling regime

The DINERS CLUB team working  
their magic



PAUL NAIDOO tells the  
audience how to get work  
from networking

Thank you BLACKBERRY  
for your support

