

## The Power of the Power Statement

A statement that makes your product or service outstanding, understandable, credible (incredible) and buyable. A (non-traditional) statement that describes what you do and how you do it in terms of the customer and his or her perceived use or need for what you're selling.

Where does it get its power? Your creativity.

You're trying to make a sale or the impact that leads to one. The objective is to persuade and motivate the prospect or customer to act. That's what a power statement is designed to do. If you do it right, it also distances you from and sets you above your competition.

How do you create a power statement for your business? Easy -- just think of what you do in terms of how your customer will benefit. Not a boring description -- but a vivid, alliterative, benefit filled, picture -- singing a group of words that has the prospect wanting more.

Here's the mind-set needed for generating power statements:

Don't sell drill bits, sell the smooth perfect holes they create.

Don't sell printing, sell the brochures that will reflect your prospect's image and impact her sales.

Don't sell cars, sell the prestige and status you'll have or the smooth ride.

Don't sell insurance, sell safe, financially secure families protected from tragedy.

Don't sell eyeglasses, sell better vision and stylish look.

Get it?

Power statements have several purposes and can serve many needs in completing and solidifying the sale.

A statement that makes a prospect think about what you do in terms of how he or she can use what you offer.

A statement that builds your credibility with a prospect.

A non-traditional statement that describes what you do & how you do it in terms of benefits to your prospect.

A statement about what you do in terms of what your prospect needs.

A statement that draws a clear line of distinction between you and your competitor.

A statement that makes the prospect want to hear more.

A statement that gives the customer a reason to buy.

A statement that breaks down resistance.

A statement that gives the customer more confidence to buy.

A statement that makes a favorable impact on the prospect.

A statement that links what you do and how it relates to a prospect.

A statement that is memorable.

Power statements creatively say what you do in terms of a prospect's needs. Here are some examples of using power statements instead of the previous answer you gave to the question -- What do you do?

Temporary Help -- We provide quality emergency and temporary employees for businesses like yours so that when one of your own employees is sick, absent or on vacation, there is no loss of productivity or reduction of service to your customers.

Men's Clothing -- Our experience has shown us that salespeople dress for their customers. We can create the look you need to make that important presentation. Bruce Julian at Milton's Clothing Cupboard has a great power line. "When our customer's have an important meeting or speech to make," he says, "They go to their closet and select clothing they bought at Miltons."

Power statements are memorable opening lines. I went to one of those business opportunity (franchise) shows. More than 100 companies trying to sell businesses for \$10,000 to \$150,000.

I took my tape recorder because I was sure to hear dozens of gems. Wrong, franchise breath. They were disappointing (pathetic). After the first 20 or so were duds, I was hoping to find just one.

I did.

As I walked by a booth loaded with Mickey Mouse products, a woman met me in the aisle and said, "Mickey Mouse makes more money in a year than every company in this room combined!" Wow, what a line.

Power statements generate interest and get appointments.

Generic interest power statement -- "Your key to profits is productivity. Last year we grew sales by more than 300 percent by providing items that arrived on time and aided our customer's productivity. In 30 days we can improve yours."

Generic appointment power statement -- "I'm not sure if I can help you, Richard. If you'll allow me to explore some details with you for a few minutes (or over lunch), if I think I can help you I'll tell you, and if I think I can't I'll tell you that, too. Fair enough?"

Have you created your Power Statements yet?

Create your power statements now. Write your power statements for all situations. Why not take a fresh, powerful look at your selling expressions?

It's a great way to sell against the competition -- overpower them.