



THINGS TO KNOW ABOUT PEOPLE

People make things happen. And although this is a time where both quality and service are "expected," we must always remember it is people who create quality and provide service.

Here is a list of things to know about people:

- People procrastinate over making any "thinking" decision. If it is going to take brain power, you are going to have to write stronger and say it better, if you are to gain immediate action. You must give your audience a reason (or several) to respond now.
- People are sceptical of anything new. New people. New products. New services. A new offer. Your new idea or way to do something. Know that people are many times happy with just where they are today. If you want them to make a decision in your favour, present your message with a most believable offer.
- People follow leaders—companies and products who are leading. Or, those who are "considered" leaders. Please note, if you can position yourself, your company, your product, your offer as a leader, you will be way ahead of the game—and your competition.
- People prefer the comfort of unity: "Two-Getherness." Meaning that people like to be with other people like them. That's why they group with others similar. It happens all around the world. Schools are where there are families with kids. Restaurants are located where people need or want to be fed. Churches go up where people of that faith live. Know this about audiences: They group "Two-Gether."
- People are sometimes flat-out lazy! Yes, all of us are lazy some of the time. But there appears to be a breed of folk who practice lazy as a habit. Know that when you reach out to your marketplace. And, make it easy to do business with you—so you can catch this lazy bunch, too.
- People glance at, more than thoroughly read, what you present to them. Even when they asked you to send them something, much of the time your message is not read—it is "looked" at instead. Know this fact. Then make your writing as easy to read as your audience wishes.
- People say: "I don't understand this message." Well, of course they don't understand it . . . they didn't read it! What this says is that you must go to extremes to make your message readable, so that when it is read, it will be totally understandable.
- People say: "I didn't ask you to send me this message." Possibly true. What is equally true is that if you don't get your message to your audience, they will then complain they didn't hear from you. Do make certain your message goes to the right people every time . . . and you are much less likely to hear any complaints.
- People say: "And besides, I've had a rotten day and feel really crummy." Everybody has a bad day now and then. Which of course has nothing to do with anything. It is an excuse, not a reason, for not replying to your offer. But people will say just that. So, what do you do? Make your message a happy one!
- People like grooves and formulas and niches. Lists of things that are important work well : The 5 easy steps. The 4-point plan. Ten things to know. Give people a list—directions to follow—and there is a good chance you've got them!
- People like the feeling of power and control. They want to make their own decisions. They want to feel that they are important. And, of course, they are! People are your prospects and your customers. Know that people are important.



- People respond best to limited time offers (which is most interesting, as LTOs take all power and control away!). Offers with limits most often gain more response than those without. Limited time offers urge people to take action now, before the opportunity slips by.
- People do worry over decisions and changes. They do "What if" thinking. "What if I make this change and it's wrong?" or "What if I make a decision in that direction and it doesn't work?" People worry. Take the worry away with a case-history story or two. To allow people to become comfortable with you.
- People avoid risks and threats. There are only a very few leading-edge people out there. Not many who will make a move to something new before it is proven. Be aware of that and be persistent with your message. People don't like to be threatened. You can convince, you can prove it, you can persuade, you can even sell. But do not threaten.
- People give incomplete attention to your message; a message which would help them in decision making and risk avoidance. Simply, this means people don't listen, either! Now we know they are not reading what you are writing, and they are not listening to what you are saying. No wonder they don't get it! Be aware of this about your marketplace and be prepared—in fact plan—to repeat your message over and over, again and again. Until they get it.
- People ask lots of questions. First they ask questions about your offer. We know an offer is over and above features and benefits, and your audience wants to know all about it. Be prepared with answers. Think ahead to what questions are most important—and provide the answers.
- People ask questions about benefits. The WAM Theory: What About Me? What am I going to gain from buying this product or service from you? What are the benefits to me, my family or friends, my staff at the office, my company? This is not a selfish act, it is an honest response to your presentation. So, what do you do? Talk about what they will earn, save, make, enjoy, learn. Talk benefits.
- People ask questions about a Guarantee of Satisfaction. There are two parts to every guarantee: First is that the product will work, do what it is suppose to do, or the service will be supplied. That much of the guarantee is "assumed." The second part of the guarantee is the personal part: "What if I buy, and you provide, but I'm still not happy? What will you do to make me happy?" A Guarantee of Satisfaction is mandatory.
- People ask questions about facts and figures to prove your statements. They want to believe you . . . they really do. Show your marketplace that you have the proof at your finger tips. Hide nothing. Prove your presentation with facts and figures.
- People generalise from what they consider "acceptable fragments." They draw conclusions based on incomplete information. Partly because they have not read nor listened to your message. Partly because they want to believe you—no matter what you say. You must realise that many times people make a decision they regret later. And it will be YOUR responsibility. Know this about people.
- People are suspect of perfection. If something is "perfect," people look immediately for the imperfection. Research has taught us that people are most comfortable with an 85% level of knowledge; this is where things are most believable. This does not mean people don't want the best. It does mean you don't have to be perfect to be successful.
- People prefer a little less information; not so much knowledge. Why? Because there is so much to know, many people have decided to be selective. And because they want to make their own decisions. They want to seek out what is important to them and then ask for the details. So they can come to their own conclusions; so they can feel that they are in charge of the situation. You must be prepared for a dialogue with your customers and prospects at the level they wish to communicate.
- People do want to trust you . . . they really do! People want to believe. Which puts the burden of proof and believability on you. Testimonials and references will help you build trust. Other people saying good things about you. You must perform up to standards. Sometimes you set them—always your customer does. You must know what your audience expects.



- People want the heart and warmth and emotion and feel-good of the sales process. They want the touch. Reach out and touch your marketplace. Let them know you care. Be personal. Communicate. And do it often. Hold their hand. Be their teddy bear. Be their security blanket. Touch your customers.
- People's responses to any message are in direct proportion to their personal identification with you, your product and service, your company. If you are known in your marketplace, you will gain more new business and keep more current business than if you are not. Be active. Be seen. Let your audience know who you are.
- People then ask questions about the next step. "Okay, I agree. What happens next? What do you do? What do I need to do?" People want to know the process. You must make certain they do.
- People ask questions about timing. They want to know how long this process is going to take. They say: "If I make this decision today, how long will it be before something happens?" Tell your audience all about the timing.
- And always, people still want to be sought after, talked with, they want you to A.F.T.O.—ask for the order. Yes, most people do not like to be sold, but they sure do like to buy! You must make 100% certain that they know you want them to buy from you. Always A.F.T.O.