

PRINCIPLES OF SUCCESS

1. *Continue to learn.*

Education is paramount. Most of us stop learning after school or university, but the world is changing. Everything is always changing and we've got to stay in front. We must keep learning about the business we're in. Study your competition and BE BETTER OR DIFFERENT.

2. *You've got to have a vision.*

Set goals. How can you though unless you have a clear vision of where you're going? SO FIRST COMES VISION, THEN SET YOUR GOALS.

3. *Success is about the customer.*

Success isn't about marketing share or product, it's about the customers. Look for the individual in every customer and talk to that individual. Don't be price driven. Price has nothing to do with what you sell or how much you sell.

4. *What business are you in?*

You're in the problem solving business. It's not what you sell, not the product. Take this "all the secrets..." brochure and seminar for example. You might say I'm in the information selling business, but I'm not. I'm in the (your) profit building business, the money making business, the making your life good business, the lifestyle business.

5. *People don't buy the product, they buy the emotional benefit that comes with your product.*

Why do people buy a Mercedes? Its not just because they need a car, an old Datsun will do for that. They buy it because it makes them feel good. They buy it for emotional reasons. If you're selling Mercedes you're not selling one of the best-engineered cars in the world. YOU'RE SELLING SUCCESS. Drive a Mercedes and you're showing the world you're successful. Nobody just buys product. They buy the emotion, the image. Even with washing powders.

Unless you work out what the emotional benefit of your product is you'll go broke. People who sell emotions are winning, people who sell products are loosing. Work out the primary benefit of your business and what the emotional benefit of it is. Then concentrate on that.

6. *Your name and image matters.*

Unless you've got a name that reflects your product you won't last. Your letterheads must be top quality, not just generated on your computer and printed with your inkjet.

What is your consumer purchasing benefit (CPB)? Work it out. Rather than thinking about your unique selling proposition (USP) what's your CPB? It's critical to have a CPB. If you haven't got one invent one.

7. When someone thinks of your product they have to think of your business first. Get your name, logo, and CPB everywhere.

Constantly repeat everywhere.

So remember you're selling benefits not the features of your product.

People buy benefits.

Don't be too into what you're doing.

List your benefits for the buyer.

How do you tell the difference between a feature and a benefit? You put a “?” mark at the end of each sentence and ask yourself "so what?" If you can ask that it's a feature not a benefit.