

GOLD DUST SERIES

Those that KNOW more, SELL more...

If you want to sell anything to anyone, here's how you do it. Take advice from one of the greatest our business has ever produced - Bill Bernbach.

"Advertising says to people, 'Here's what we've got. Here's what it will do for you. Here's how to get it.'"

Simplistic? Of course it is. Correct? Even more so. Relevant today? You bet your sweet life it is.

Because - when it comes to the real art of selling – nothing has changed in generations.

Nothing at all...

The great man was spot on. As he was with much of his advice. I will add my ten-penneth to Leo's great words. Nowhere near as articulate. But my five key points are just as relevant for those of you today, who want - and need - to sell more *effectively*.

First, ensure your main focus is on the recipients of your messages – and not you and your company - and then read Leo's advice again, before a word is written.

Second, kick the robots into touch. They are harming you. Badly. Believe it, because it's true.

Third, use everyday language that connects, influences - and sells.

Fourth, stop obsessing about your brand. No one is interested. Brand doesn't matter a toss to those you are talking to. Neither is your mission statement.

Fifth, accept this final point, even though you might not like it. No one cares about you. Or your company. Not in the bloody slightest...

Benefit and value. That's all they want. Give it to them, in plain and simple language, delivered the right way. And add exclusivity. Not puffery. *Genuine* exclusivity.

And you will sell more.

If anything you've read here strikes a chord...
I'd be delighted to hear from you.

→ GET IN TOUCH