

The Pitch

Stop Selling, Be Compelling



ABC... Always Be Closing is the mantra of most sales trainers. The problem is the harder you sell, the more people you repel.

High-pressure selling used to work. Today, we have become experts at ignoring sales pitches whether it's

by avoiding eye contact, screening calls, spam blockers, TIVO, remote control, etc...

And if you're like most upright mammals you probably dislike the feeling of being aggressively sold **...continue on page 2**

The Value of Shock

Want your sales message to stand out and stick? Shock 'em!

A university study revealed that shocking content significantly increase attention, benefits memory and

positively influences behavior among a group of university students.



Blending a wooden rake handle

= Shocking! Demoining your bullet proof vest by shooting yourself = Shocking! Grab your attention? Yup. Effective? Absolutely!

How can you add shock to your pitch and make it more memorable?

DEMOS - STILL THE MOST POWERFUL SALES PITCH

If a picture is worth a 1000 words a good product demo has to be worth at least 100,000.

A demo can communicate innumerable benefits and advantages with less sales chatter.

The pitch goes like this. "Look what this product can do..."



Interested?"

No high-pressure sales tactics means: 1) No sales skills required. 2) Anyone can do it 3) Your audience won't be repelled.

Still not convinced? Ask Apple's Steve Jobs the power of a good product demo.

COMPELLING CONTINUED...



Most people find high-pressure selling...repelling

....So why do trainers teach ABC?

Because it's easier to teach a group of salespeople techniques or a routine on how to 'close' than on how to be compelling.

Attention is becoming a rare commodity. The challenge in the age of distraction is to get people to sit still long enough to listen to your company's pitch. You must be compelling.

To be compelling means to do something that evokes interest and attention in a powerfully irresistible way. For most people offering value in the form of education or entertainment is irresistible.

Which are you more likely going to watch, a typical sales pitch or an outrageous product demo? A pitch or a thought provoking speech? An infomercial or an interview with an expert? Read a sales copy pitch or an insightful article or book?

Getting people to sit still and listen to your idea is the real selling in today's technology and social media seduced world. And people only welcome 'distractions' that are educational or entertaining.

Focus less on selling tactics and more on compelling ways to demonstrate your product, service or expertise to your target audience and give them one, clear 'what next.'

In short, be compelling and the sales will follow.

BUSINESS UNUSUAL

Unusual Business Ideas... That Actually Worked

LAZY CAKES



Jacked up on energy drinks? *Lazy Cakes* are chocolate brownies laced with mega-doses of sleep

supplement melatonin to help you crash. They've sold millions in their first year.

HOUSE ADS



Stressed about making your mortgage payments? *Adzookie* will pay your mortgage in

exchange for painting your home with advertising.

UGLY MODEL AGENCY



Bizarre, buck-toothed or bulging eyes? You may have a promising career as a model. *Ugly*

Models is a modeling agency in the UK specializing in an 'ugly' niche.

More unusual business ideas visit www.BusinessUnusual.Net

Your Pitch

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His Mission? Rid the world of pitches that make you want to stick a fork in your eye.

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