

EDUCATE INFLUENCE AND INSPIRE POTENTIAL CUSTOMERS



BONUS VIDEO TRANSCRIPT TWO

MEAGHER COACHING **ACADEMY** SPECIALIST

Where Small Businesses Grow

Video Transcript Two

Lead Generation Made Simple

The P.E.R.F.E.C.T Method - E - Educate

In lead generation, we're talking about the **P.E.R.F.E.C.T. Method**. We started off with "P" for positioning yourself in the marketplace. That will endear you to your customers and prospects so that they'll turn to you at a time when they're interested in your product or service.

Next item on our **PERFECT Method** is "**E**" for **Educate**

And we're talking here about educating not the customer but the prospect, because you haven't got him as a customer, yet. And this education is something that's going to happen over a period of time, and how long we have no idea. The customer will decide when he's ready to buy. And you should be giving this information freely, so that you will endear this customer or prospect to your company, there should be no pressure.

Every time you give this information, you don't attach a price or even a quotation for your product or service. You sell softly, softly; providing information that's generously given so as to help the customer understand more about the product that he or she is looking at or the service that they're interested in.

So the more you can do that, the more you're going to get the customer to like your company and turn to you when the time is right.

With **Education** – I'm talking about going into great detail, because some sales organisations are reluctant to give too much detail, they are afraid that they might bore the customers, but the reality is that if a customer is interested in, shall we say, fishing they will read anything about fishing, anything that will enhance the fishing experience.

You'll see sales companies out there today and they will limit their information, to details about the benefits of the rod or the piece of equipment that they're selling, when in fact, the customer's interests go way beyond the equipment.

The reality is, that the more information you give that is relevant and not directly related in your attempts to try and sell that product, the better. You'll do well sometimes not so much to try and sell a product, but find somebody who might be in the market for that product in the future.

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Another way of doing it is to invite the pet owner to the practice for – why? **Education.** What education? Well, you'll have an expert on the subject to hand, so that they can come into your practice, you can take them on a tour of the theatres, you can take them into the x-ray rooms, you can take them into the prep rooms, you can get them to meet the nurses and the vets behind the scenes, and that way you get the customers thinking, "Wow."

You can show them how you sterilise all the equipment, you can show them the standards that are there, and what you want is a situation where the customer's out there thinking, "Wow, I didn't think that happened behind the scenes. I didn't know all this happened back here. I didn't know that you had to be so meticulous. I didn't know what you had to care so much. I didn't know that you had to have such quality. I didn't know you had to have such security."

And you have a whole range of issues where the customers will think, "Wow." And they will forever associate that standard with your company.

Another thing you can do is on your website, instead of the customers thinking of going to – Google for the information, that they go straight to your website. And in your website you should have a series of white papers, a series of articles related to the product or service that you sell, so when they go on your website, they'll get that information, and they'll think, "Wow, that was helpful."

And then when the need comes, the day comes when they need your product or service, they're going to come to you because you've helped them in their education on the subject.

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So it's a huge part of the selling process that you understand that this is a process that will take some time and that there's no telling when the customer's going to use it or when to turn to you.

But give the information freely. Try and give something away that's a benefit to the other side that doesn't always cost you a great deal. And usually, that is valuable information about your product.

At the same time, you can have an opportunity to demonstrate your passion for the product or service that you're selling.

So help to **Educate** the customer on the product, and that will win them to you in due course.

DON'T FORGET TO WATCH THE "LEAD GENERATION MADE SIMPLE EDUCATE" VIDEO.