

1144-Marketing Delusion No. 3 - Prospects Will Become Clients Without the Information They Need To Buy

When it comes to marketing writing, it's necessary to provide every scrap of information that a prospect will need to know to make a buying decision. There is a tendency to want to skim over the details accompanied with the attitude that if a prospect is serious, they will just ask questions. Inherent in this approach is the attitude that it's OK to make the prospect work to get the information needed to decide to become a client. If you've taken this approach, you need to understand some ways that this is problematic for your business.

1. If you make the prospect work to learn the details of your business, they will move on to a competitor who makes it easy.

You must think of a prospect as a cautious wild animal who is leery of being entrapped. They don't want to get stuck in a situation where someone is giving them a "hard sell". They simply want to be able to learn about your business on their own without interference. They first want to explore your business information in peace to get the sense whether or not they might be interested in buying from you. If they can't get this information without working for it, they will move on to your competitors.

2. A potential buyer wants the information available when they want it - not when you are available to tell them in person.

When we shop, we want to know what we want to know NOW - even if that is the middle of the night while we're in our PJ's. Our need for instant gratification is insulted if we have to wait until a "decent hour" when we can pick up a phone and call or reasonably expect an email response. If you are not using your marketing writing to give potential buyers all the information they need to know to decide to buy, you're making a big mistake.

3. It is a critical error to be "lazy" about having complete marketing writing that gives a prospect every bit of needed information.

Sometimes, business owners choose not to take the time to write out all the details. This might be because they aren't good writers, or they don't like to write. Maybe they imagine they are "saving time" by not spending hours, days or weeks writing. If you've made this decision, reconsider. You're making it much more work for you to complete a sales cycle with a prospect. By taking this "short cut", you're actually going to cost yourself much more time later - and lose a lot of sales.

4. Most prospects will not want to ask you questions about your business until you have given them enough information that they are curious.

No one is going to get to the point in the sales cycle where they want to know the answers to a few questions about your services unless they have been given adequate information first. They don't know enough to have questions. Without full disclosure, the prospect never gets any feeling

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of connection to your business. They don't understand, so how can they get interested. Give them plenty of information and encourage their connecting with you to get questions answered.

5. If you don't provide enough information, this projects the idea that working with you would not be easy and simple.

If a prospect is in a hurry to find a solution - isn't that the "normal" process - they will see your marketing writing as not being helpful. They will give up in frustration after skimming what you have written. The thought will be, "If it's this hard to find out what they do, I can imagine how hard it would be to work with this provider." Make it easy. Give them what they need to know to decide to buy.

Don't delude yourself that prospects will decide to become a client when you've not provided them all the information they need to make that decision. Make it easy for them - and ultimately for you, your business and your successful sales cycle.

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