

## **1149-Marketing Delusion No 8 - Prospects Will Become Clients When They Don't Understand My Services**

**It's very common for small business owners to take the approach that they don't have to explain their services to prospects in their marketing writing and website writing.** Part of what drives this attitude is the provider's own familiarity with their business. This leads to the idea - which is false - that everyone else is just as familiar with the business as the owner is. This gives rise to a reluctance to provide detailed information, sometimes accompanied with a false fear about "boring" others. The end result though, is that you put prospects into the position that they do not understand your services, and do not have enough information to make a buying decision. Here are some reasons why you do not want to believe and follow this marketing delusion.

### **1. Prospects who do not have all the information they need to decide to buy your services will not buy and will move on to another provider.**

In the buying process, prospects have some trepidation before and after their purchasing decision. They feel anxiety about the potential for "making a mistake". When they are in this unsure state, it doesn't take much of an excuse for them to suddenly cut and run because of generalized fear.

The thing most likely to cause them to bolt from the buying opportunity is that they do not have all the information they need to know to buy your services. What they need during this critical phase of the buying cycle is a solid, grounded, clear explanation about all the details of your services. It doesn't take much to spook them. One unanswered question can be enough. Sure, you think they should ask you that question, but why take the chance? Many prospects will waver and decide to move on, when they cannot easily figure out all the details of your services.

### **2. Full information is a basic need for prospects, so if your business does not provide it, you seem not to care about attracting new clients,**

You need to put yourself into the shoes of your prospects. When the information you provide is cursory, general, or leaves more questions than it answers, what are they going to think of the business? They will believe that you are lazy, insincere, and maybe even untrustworthy. They'll be asking themselves this question, "Why would any service provider fail to provide the information needed to buy?" Is that the question you want prospects to be asking themselves? No, you want them asking things like, "Do you take credit cards?" or, "How do we get started?" When you have completed your website writing and marketing writing, ask a few trusted people to read through it and make sure there are no questions left unanswered.

### **3. You end up making more work for yourself because you will have to give the needed information in person to make a sale.**

You might resist getting all the information clearly laid out in your marketing writing and website writing, because you believe it takes too much of your time to write it. It does take time. That is

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true, but if you don't have everything written down, you will have to give the information to prospects verbally in person every time.

This eliminates the possibility that they can learn about your business on their own time at their leisure. When they have the details in writing, this prevents the potential for misunderstandings. They can go back and review the details as they need to, and can take their time to formulate further requests for information. Make it easy for your prospects to study your business when they want to, and ensure that you have an affirmative response to their question, "Do you have more written information about your business?"

#### **4. Your sales cycle will be more difficult, and it will be harder to close a sale.**

When you don't give prospects all the written information that they need to decide to become your client, you will struggle to gain new clients. It will feel like you must pursue prospects and "pester" them...and they still won't buy. You'll experience a lot of failed sales presentations and sudden, last-minute reversals of buying decisions. You'll have constant frustrations with attempts at closing sales. People simply do not buy what they do not understand.

#### **5. You will not be branding your business or creating a positive impression of and reputation for your business.**

If you are keeping the details of your services a secret, how can you put out a consistent marketing message? Without a consistent marketing message, your business will not become known and you will not develop a reputation. If you do not clarify your marketing message in your marketing writing and website writing, you will not stand out among your competitors. Your business is a mystery in the marketplace.

**Don't believe the delusion that prospects will become your clients when they do not understand your services.** That's illogical. You absolutely must provide prospects with all the information they could possibly need to decide to buy your services. That's just plain good business.

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