

PROFITABLE PRINT RELATIONSHIPS

The Successful Print Sales Circle

Video 28: Supporting Sales Materials

Hello, and welcome to the next video in the Successful Print Sales Circle on successfully launching your product or your service. Now, last time we put together all the elements you've been working on over the past few months and put them into a really powerful elevator pitch. Using that elevator pitch, you then wrote a sales script that would really motivate your prospects to go ahead and buy. And you can use that as an email or a sales letter or in so many other ways as well as we covered last time. However, these days, having a script is not enough. Yes, it's so important to have the right words that drive the sale, but people don't take on information just through the written or the spoken words. And that's why this month, we're going to focus on some other supporting sales materials to make your message even more powerful and to attract prospects who maybe aren't so keen on reading or listening to that script.

Some people take on information in different ways. And in this video, I want to concentrate on two other senses by which we take on an awful lot of information. One of those is sight and one of those is touch. A lot of people are attracted by visuals these days. And when they see something, that's when they really understand it. Having a sales letter is all very well, but it's so much more powerful if there's a right image and the right graphic in that letter or in that email to make sure that those people who respond better to visuals have the best possible chance of buying your service or your product. Now, if you can put a sample in there as well, then you're going to attract those people who are kinaesthetic. Those are the people who like to touch and feel things. And for those people, they really need to be able to put their fingers and touch a sample for them to get the product and want to take action on it.

So, this month we're going to focus on all these sorts of supporting materials that will really make that pitch of yours so much more powerful. We should also remember these days the power of video and many of your younger buyers in particular will respond much more to video. So we're going to cover that as well. Those people who build the right range of supporting sales materials will stand such a better chance of creating much more powerful connections and relationships with a much wider range of prospects because they will be tapping into the different ways of learning that people have. That means they're going to control a bigger sales pipeline, and ultimately, they'll achieve more sales.

Those people who stick to just using the written word and traditional sales methods are going to struggle to achieve that same level of sales, and that's because they are not going to build that same

number of relationships. Because in effect, they're cutting off so many of those prospects who need to see things or feel things or touch things in order to really understand what we're talking about. And if we don't accept that, they're going to struggle to understand what you're selling in the same way and they're much more likely to not take any action but fail to buy your products.

Now, I'm going to run through a whole range of different opportunities for you in today's video. You don't have to do all of them, but please do some of them because it will make your sales message more powerful. Just imagine if you had a video of your product or your service running on social media with hundreds if not thousands of people watching it. Imagine if you're able to send out a sales letter with a really targeted graphic on it that was just right for the sort of customer that you wanted to buy your products. Can you imagine someone receiving a sample, opened the envelope and running their hands over it, or wandering into your premises and being attracted by the right graphics on the wall that alert to the fact that you offer this product or service? That's what today's video is all about. So without any further ado, let's dive in and let's get creating those supporting sales materials.

Step one. Let's create some artwork for your product or service. These days, it's so easy to do using the wide variety of graphics programs that are around. Most of you will either have a graphic designer in your organization, or you'll have access to a graphic designer who can create this for you. The important thing about creating graphics of printed products is you make them really relevant to your target audiences. So it's no longer good enough just to have a leaflet for instance that talks about your company. Instead, you need to show a leaflet that has graphics for a similar company to the one that you're prospecting at the moment. That means that they're much more likely to see how the leaflet can work for them to understand it, and of course, to buy it from you.

So, I want you to go really deep here. Depending on the target audience that you have tried to target in your previous exercises on this particular project, you may have a very defined target audience or it may be quite broad. So if, for instance, you're looking at local businesses, you may need to provide a variety of artworks in order to cover all the different local businesses that you're doing. You may want one, say for takeaway restaurants, and another for more up market dining venues. That's the level of targeting that I want you to take with the visuals. It shouldn't be difficult to do these days. And it really does make a difference to your prospects when they see your products that have been designed for a company that's really similar to theirs. They understand that you specialize in that target audience, but they also can understand how that product or that service may work for them. So do spend a bit of time investing in artwork and making sure that perhaps you've got several different options that you can send to different parts of your customer and prospect base.

Step two is to create physical samples. Now, traditionally in the print industry, we've worked very much on the white paper sample, but now that we have digital printing so wide spread, that's really no longer good enough. We need to focus on having printed samples, unless you're looking at really large brochures with a huge patron. So, I would encourage you to go out and make sure that whatever printed item you're creating as your product or part of your service, that you go out in the print samples using the artworks that you've already created in step one.

Step three. Let's create digital samples as well. And by this, I mean taking pictures of your samples that you can put in your letters, paste on social media, put in your emails. There's so many places that you can use them. Now, you don't have to get a professional photographer to do this. If you

know one and you have the budget for it, then that's great. But actually, these days, you can take really good pictures using your mobile phone. And what I've done is I've included a quick list of things to look out for in the worksheets so that you have all the best tips to create the very best photos, just you and your cell phone. So, do try doing that and seeing what comes out because you may be surprised at how good of results you get.

I've also recommended that you put a graphic with your company's logo on the artwork as well. And I think that's very useful because it stops your images being used by other people if they're shared on social media for instance. It makes sure that people realize that the image comes from you. One other thing that you can do with digital artwork is to look at using some 3D CAD or rendering programs to create full digital samples that can actually be spun around so people can almost think that they're touching them as they spin them around on their screen. That involves a little bit more work. It's not essential, but you may find that a nice touch particularly if you're creating more 3D products such as packaging.

Step four. It's time to create some pain related benefit bullet points. What I want you to do for this is I want you to go through a three-stage process. First of all, I want you to think of some of the good features that you have on your product. Next, I want you to think about this from the customer's point of view. Features are all very well, but what benefits do they bring the customer? But creating and talking about benefits on its own is not enough. You also need to think about the pain that that benefits solves for the customer. So I want you to go through and think about a small pain that the customer has and a feature that solves that pain and the benefits that that feature brings that solves the pain.

I've given you some examples in the worksheets, and I'd like you to work through and think if you can create three or four of these. Turn them into bullet points. I've given you directions on the worksheet. And then, these can be added into your digital graphics. You can have your picture as half the graphic and you can have the bullet points as the other half of the graphic. You could also integrate them as a clip, maybe a rolling movie frame in a video. We're going to cover videos next in step five. So let's jump to that.

Step five. It's time to create a video of your product as well. Now I know that video can seem off putting and scary to a lot of people. I had to overcome quite a lot of personal worries when I started making videos for the Successful Print Sales Circle. But now, I have a process in place, and I find it very easy to create them, hopefully well, and distribute them in a way that I would've never thought I could do a couple of years ago. You can do the same. You don't need a professional videographer to do some quick product videos. And that's all I'm suggesting you do. Again, your mobile phone is perfectly good enough to create the right quality for a really good product video.

Your video only needs to be one to two minutes long. It shouldn't be any longer than that because people don't have the attention span to watch long videos these days. These are going to be teasers that you put on social media and potentially onto your sales page as well where people can just see a little bit more and learn a little bit more about your services and products. The whole point of these is that, again, you are attracting different learning modes for people. People who respond well to sound and to visuals will really like these videos.

In the worksheet, I've given you a quick checklist of all the things that you might like to think about including in your video. You don't have to do all of them. For instance, I've suggested that you might like to do a short clip of you talking about the product or the service. You may not be ready to do that yet. That's fine. But there's a whole range of ideas in the worksheet for you to work through to think about what can you do to create a video that has got the right information that changes [inaudible 00:11:32] just one thing and gets the right engagement from your audience.

So I really would urge you to give this particular step a try. And maybe a new thing for you to do, remember you may have people in your network who are very adept at doing this for you. My daughter's done a couple of videos for me, which I've put on social media that had been very successful. But she approached them and created them in ways that I wouldn't have thought of that were really good. So, you may have someone who works at your company who has a lot of video experience, or you may have younger members of your family who'd love to do this for you and will probably do it at a pretty competitive rates, although, I have to say my daughter charged me rather more than I'd have liked. But as I said, do think about trying this one out because it's a really good way to get the message across. And video is becoming so much more important in people's communication and consumption of information these days.

Step six. It's time to think about creating supporting sales materials. If you have a physical premises that your customers might visit, then now's the time to create a campaign for this product or service that you can put up there. It doesn't have to be a permanent campaign. This is one that you can change later on. But do think about all the different ways that you can use prints to promote this particular service or product. Again, in the worksheet, I've given you a checklist of half a dozen ideas. I'm sure you'll be able to come up with more to add to that list as well to make a physical presence really powerful. It's a sort of thing that you can also use at events if you attend those. So, even if you don't have a physical premises, don't assume that this step is not relevant to you.

And then we moved to step seven. As always, step seven is to share your success. Your goal this month is to try and create one item of supporting sales from each of the steps that I've gone through in this video. Ideally, you're going to end up with at least six different ways that you can promote your product or your service more visually and in a more tactile way as well.

Now, if you feel that one of these really isn't for you, that's absolutely fine. The important thing is to take action and to make sure that you get some of these ready. Because next month, we're going to focus on the launch of your product or service. You've done everything that you need to get the message out there. So next month, we're really going to focus on pushing that message out through as many channels as possible.

In the meantime, I'm looking forward to seeing you on the next group call. And then before we get to this next video, we've got a final video on your email newsletter, which of course you can tie in really well with this project as well. And then, we've got another Sales Phrase Podcast as well. So, I'm looking forward to seeing you in the call very soon. Do let me know how you get on with this particular assignment.