

I JUST HEARD A COMPARISON TO HELP ME SELL THE RESULT OF MY PRODUCT BENEFITS—WANT TO HEAR?

OKAY!



SELL THE SIZZLE - NOT THE STEAK!

THAT'S GREAT! YOU MEAN SELL THE SMELL AND THE TASTE, NOT JUST THE MEAT.

EXACTLY. I'VE GOT ANOTHER ONE—SELL THE VIEW, NOT THE WINDOW.

YES, BUT ULTIMATELY THE REASON THE CUSTOMER WANTS THE WINDOW IS FOR THE VIEW OR THE LIGHT. THE OTHER BENEFITS MENTIONED WILL GIVE THEM MAINTENANCE-FREE WINDOWS IN THE FUTURE, WHICH WILL MEAN MORE TIME TO ENJOY DOING OTHER THINGS AS WELL AS LESS EXPENSE.

EXCELLENT. IN FACT, I KNOW SOMEONE WHO SELLS WINDOWS. HE WAS TAUGHT TO SELL THE THICK DOUBLE-PANED GLASS, THE SPECIAL MOLDED PLASTIC AND THE BACK-UP WARRANTY.

I SEE, AND THE THICK DOUBLE PANED GLASS WILL GIVE THEM MORE COMFORTABLE LIVING CONDITIONS, AND THE WARRANTY WILL GIVE THEM PEACE OF MIND AGAINST ANY WINDOW PROBLEMS IN THE FUTURE.