

# HOW TO GET PEOPLE TO BUY YOUR PRODUCT OR SERVICE USING THE 7 NEW RULES OF SELLING IN 2010

If you have a product or service and want to get someone to buy it, then read this article carefully.

The things you did in the past to get people to buy aren't sufficient in 2010. The rules of the game have changed and this report explains why this happened and what the new rules are. You won't find this idea or method being taught anywhere else. And you can apply it immediately to your:

- Emails
- Facebook status updates
- Twitter posts
- Article marketing
- Blog posts
- Teleseminars
- Webinars

Why is this new approach needed? Actually, there are three reasons.

**Reason one:** The 12-step persuasion formula everyone teaches is now outdated.

The 12-step formula for writing sales letters that I taught in seminars around the world beginning in 1996 is now outdated. Just about everyone who teaches a formula for writing sales letters or presentations uses this 12-step formula or some variation of it.

Which is exactly why there's a problem with it. It's no longer unique. Everyone uses it.

This creates a need or demand for a NEW formula.

**Reason two:** Customers have many options today and you must address this in your pitches or marketing communications.

Your customers and potential buyers get many emails a day, marketing messages on Twitter and Facebook, banner ads on web sites. You no longer have a choice but to answer this in your presentations.

**Reason three:** As a result of the above two reasons, the way you create products, promotions, affiliate or JV requests and tools and virtually every other aspect has changed in 2010.

Either you respond to the current trends in the market, or you get left behind. Fortunately, the SOLUTION isn't particularly difficult once you fully understand it.

# INTRODUCING THE 7 NEW RULES OF SELLING IN 2010

**Rule Number One: The foundation of ALL online marketing and selling in 2010 is the “Value Proposition”**

No one is teaching or explaining what a REAL value proposition is or how it works. This is NOT a Unique Selling Proposition.

Here’s why: You can have a product or service that is UNIQUE but provides an inferior set of experiences compared to the alternatives.

See, all customers have a set of alternatives vs. your product or service. And in their mind they weigh the benefits and costs of your alternative vs. all the other alternatives.

In 2010, you MUST win that comparison. And you do that via a Value Proposition. I’ll explain what this is a little later in this report.

**Rule Number Two: There’s a proliferation of new products and services at hyperspeed.**

I remember back in 1998 to 2001, there were probably 10 major teachers of Internet marketing, and I was fortunate enough to be on that short list. But look at it today: Whew! There’s a new product launch almost every day.

I remember back when Butterfly Marketing launched and it was the only real action going on for a month or two. Nowadays, 20, 30 or 40 product launches would have gone off in that time period! That's a big change.

Understand, this isn't a BAD change. It's only DIFFERENT. You have to market differently today than you did in the "Butterfly Marketing" and "Amazing Formula" days. Life isn't the same. If Corey Rudl was hanging out with us today, he'd be like, "holy smokes!" What has gone on?

The same old rules don't apply. Now, the BASICS are the same and always will be the same. But some of the rules and nuances change. The basics are the basics are the basics....but HOW you IMPLEMENT those basics changes over time in response to what happens in the market.

**Rule Number Three: You don't sell in a vacuum any longer.**

In the old days, you could establish a USP (Unique Selling Proposition) for your product or service and maintain what marketers call "differentiation" for six months, a year or longer. The USP is why people should buy your product or service vs. anyone else's.

However, in today's crazy world, there's a proliferation of new products and services. Do you see why you can no longer view yourself as selling in a vacuum to your customers? You're selling to them and so are 100 other people. This isn't bad or wrong. It's merely different and requires a change in tactics.

**Rule Number Four: You no longer sell a product or service. You sell a set of experiences.**

In the old days, I looked at my business as selling products and services. But in 2010, there's a BIG problem with that: Since you don't sell in a vacuum any longer and there's a proliferation of new products and services, would you agree with me that you can no longer view your product as a static entity?

It's best thought of as a set of experiences received by the buyer of the product or the customer. And your job is to provide a SUPERIOR set of experiences to your customers on an ONGOING basis.

Let me give you a personal example from my *Push Button Letters software*.

I originated a genre called "sales letter writing" software. Now, in today's market, I could change my software and add something UNIQUE to it. Even something customers love. However, if the overall set of experiences I sell in the USE of that software are inferior to the other alternatives customers have, I don't win over time.

I lose over time.

See, uniqueness isn't the same as superior.

**Rule Number Five: The strategy is the same but the tactics have changed.**

Relax. Direct response marketing is STILL about understanding the lifetime value of a customer, increasing that value and tweaking your marketing methods based on that value. You will target new and existing customers with new and existing products and services. You still measure the cost of getting a new customer vs. the value of that customer over 6 months or a year.

None of that has changed or likely will change.

However, the TACTICS of marketing change over time. Because of the proliferation of new products and services at hyperspeed, you have to change your marketing and sales approach. As the inventor of the 12-step sales method virtually everyone teaches today, I can tell you it's no longer adequate. It has to be tweaked and updated.

**Rule Number Six: The new sales formula is based on creating and implementing a Value Proposition.**

Hardly anyone understands or uses Value Propositions. The Value Proposition is NOT a USP. It's a set of superior experiences you'll provide to an target customer in a specific time frame.

So you shift from selling products and services to selling a superior set of experiences in a time frame to an target customer. And it's your job to continually UPDATE your set of experiences.

**Rule Number Seven: Marketers who win in 2010 must sell a superior set of experiences AND do a superior job of COMMUNICATING that set of superior experiences to the TARGET customers.**

Just getting TRAFFIC to a web site no longer is king.

What matters is that you get the people to your site who you've designed a set of superior experiences for.

Let me go back to my *Push Button Letters* software. Let's say that I define my target customer as real estate agents. I would totally customize my software, the wording, the design, the graphics TO real estate agents AND update the

software as new alternatives or competitors try to provide a superior experience.

Then I have to COMMUNICATE this to real estate agents in a way that they GET the message. To do that you have to simplify your message and make it bold, in-your-face.

## **ONCE YOU UNDERSTAND THE VALUE PROPOSITION HOW YOU CREATE PRODUCTS AND GET TRAFFIC ALSO CHANGES**

This changes not just how you create and communicate your pitch or sales argument. It changes how you create and update products as well as how you get traffic to your web site or web sites. And even how you manage Twitter, Facebook and other social media.

For example, you might create a report that very directly targets your target customer and offer that via your Facebook or Twitter.

You might start a Facebook or Linked In GROUP for your target customers. That way, you can stay in touch with whether or not the set of experiences you're providing are actually superior.

You might have different sets of products custom designed for different target customers and Value Propositions.

You might have a system in place to make sure your set of experiences remains superior NOT just unique. You can have an inferior set of unique experiences.

On your blog, maybe you do interviews with customers who highlight and talk about the superior set of experiences you're providing.

To learn more about how you can apply the new 2010 rules of marketing to YOUR business, product or service or how you can START a new business using the new rules, check out:

<http://getyourprofits.com/z/2384/>

Best wishes,

Marlon Sanders