

Communicating Your Value

What makes you stand out from your competitors?

Often when speaking with a prospect, we are looking to sell our products to them from the onset of the conversation. We want to make a good impression and let them know how we can service them better than our competitors.

Let's try this exercise to start:

Visualize yourself in a networking event where you meet someone who has been on your target list. This is your opportunity to present your company to them. It's important that you keep in mind that you have about 30 seconds to get and retain their interest. The conversation goes as follows:

Prospect: Hi, my name is Lenore and I am from McKenzie and Micheals Law Firm. What do you do?

You: I am Ray from Black Pearl Transportation and.....(write your 30 second pitch here).

Now read your message to yourself or ask a neighbor to share theirs. Did they sound the same? Were you able to articulate your services to this client? Did the content convey your passion about your business? Did your prospect get excited about your product and want to hear more? Did they offer you an objection like:

Prospect: I just spoke to another company just like yours. What makes your company different?

You: (write your answer)

Let's face it: In the transportation industry, the service is to move people from Point A to Point B. Like in every other service, it's all about the experience. And that experience starts from the moment the prospect reads your reviews all the way through to the point of billing. All aspects of travel are among the most emotional purchases a consumer can make. So how do you differentiate yourself from your competitors?

1. Your message should be compelling: Give the prospect something that excites them
2. Your delivery should be passionate: If you are not excited about your product, don't expect your prospect to be
3. Your message should include the 'who, what, when, where, and how' of your business:
 - a. Who you are (the business)
 - b. What you do (put emphasis on one specific area that you do really well)
 - c. When you provide your service
 - d. Where you provide your service
 - e. How you manage to do that service better than most of your competitors
4. Your message should be consistent throughout your entire organization

I go back to, you all move clients from Points A to B. So how do we communicate our differences?



**Workshop: Differentiating Your Company When Prospecting Clients and Throughout the Sales Process.
Presented by Lenore D'Anzleri of Cognizant Strategy Management and Raymond Cheng of Black Pearl Transportation**

Power Words

As discussed earlier, you have 30 seconds to gain a prospect's interest during that initial meeting; in order to stand out from your competitors, change up the delivery of your message.

Below is a list of what we call "power words." These words have been noted to hit the hot buttons of prospects:

new	immediately	focus	gift
guaranteed	colorful	tested	improved
it's here	limited	simplistic	full
powerful	exclusive	innovative	growth
promising	imagination	greatest	valuable
endorsed	beautiful	high tech	latest
important	unlimited	fundamentals	urgent
amazing	exciting	perspective	launching
skill	reduced	portfolio	revealing
sensational	excellent	remarkable	obsession
enormous	colossal	now	unlock
authentic	huge	introduce	practical
wanted	absolutely	interesting	challenge
highest	expert	the truth about	compare
affordable	ultimate	attractive	easily
surging	revisit	unique	daring
pioneering	unsurpassed	genuine	mainstream
complete	quality	lavishly	reliable
terrific	breakthrough	emerging	luxury
timely	security	quickly	revolutionary
personalized	magic	prove	reward
delighted	confidential	sizable	delivered
alert	famous	strong	unusual
outstanding	energy	instructive	liberal
rare	edge	superior	unparalleled
fascinating	compromise	bottom line	simplified
tremendous	helpful	technology	select
successful	opportunities	monumental	startling
quick	last-minute	easy	direct
simple	strange	value	insider
resource	universal	multi-national	consistent
consolidated	consistent	secure	safe
consultative	conscientious	decisive	dependable
impeccable	predictable	derive	emanate
ongoing	strategic	detailed	comprehensive

Many sales people go into a panic when a client starts to present objections. The first rule of thumb here is to think about an objection as an opportunity. If your client is silent after your initial conversation or pitch, you have nowhere to go. But if they have an objection, they are giving you a present: an opportunity to sell further and, most importantly, allow you to position yourself as an industry expert. Once you are established as such, you then have gained the trust of your prospect. Some basic rules about opportunities:

1. Don't bash your competition
2. Don't start to sell unless you truly understand the question
3. Use the opportunity to determine their pain point
4. Listen to the objection completely: don't interrupt their train of thought by thinking you know what they are going to say
5. Listen, listen, listen

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Be Prepared

The best way to take advantage of these opportunities is to be prepared. Once you engage in conversation with your prospect, you don't want to be caught off guard and stumble on your words to answer. Starting out, of course you will have those questions that might make you wonder, but be honest: Express to your prospect that you do not have an exact answer but ask permission to get back to them. They will appreciate your honesty and, once again, this gives you an opportunity to establish trust.

Establishing a trustworthy relationship starts from the moment you make eye contact. Be engaged and interested in what they are saying. Try to establish common ground based on work-related experiences, people you may have in common, or hobbies.

Keep in mind that you can also use this opportunity to prove yourself as an industry expert. You can do that in two ways:

1. You can be an expert in your industry
2. You can position yourself as an expert in your prospect's industry, be the consultant

Examples: (number 1)

Prospect Lenore: How are you different from the last transportation guy I spoke with? Can't remember his name.

Ray: I'm glad you asked that question, Lenore. BBT has taken an innovative approach to providing our clients with predictable servicing throughout our entire global network. We do that by investing in unparalleled technologies to complement our customer care consultants. Together, these solutions provide our clients with an impeccable experience each and every time they ride with us.

Prospect Lenore: That's great, Ray. Tell me what you mean by your entire global network?

This is a way to deliver a message indicating that you know what is important to the industry in order to thrive. Can you identify what key words generated that message?

Example: (number 2)

Prospect Lenore: How are you different from the last transportation guy I spoke with? Can't remember his name.

Ray: I'm so glad you asked that question, Lenore! We have a 98% retention rate with all of our law firm clients. The reason for that is we have developed a comprehensive reporting system that will input your client billable numbers so that you can allocate expenses for immediate reimbursements. In addition, our customer care team continuously tests your experience with us, so that we know you are comfortable, safe, and secure with each and every transfer, road show, or meeting.

Be prepared!

No matter if you are responding to an RFP or answering questions from a prospect, you should be prepared to answer those questions as though you were presenting to a board room of decision makers.

Make the investment to creating an objection portfolio and keep it in a library that is accessible to everyone on your team. Keep in mind that everyone on your team may have an opportunity to bring in that potential client. Your objection portfolio is a template in which you house questions that come from clients, and compelling answers that will keep their interest and take you a step closer to closing the sale. This portfolio will be an ongoing task, as your industry, your company, and the environment changes. In addition, you could have several answers to any single objection based on the vertical with which you are dealing. This tool is extremely valuable, as it shows your prospects that you really understand your business and that you have the solutions to fix their concerns.

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Below are some objections that I have experienced and some that I have taken from RFPs that I have come across. Take your time to think about a compelling response to that question. Be creative, be passionate, and take a look at some of the power words above.

1. How are the vehicles selected to be in your fleet?

2. I want to contain costs but my travelers are going outside our policy to book ground. How can I convince them to stay with your company if you were our provider?

3. I have been with the same company for more than 25 years now. I love their service with one exception: On those times when I do have an incident, I have no one to talk to. It takes days for me to get a resolution.

4. I find the customer service in your industry is like dealing with order takers.

5. Do you have a training program in place for your chauffeurs and staff?