

THE SECRET OF SELLING

**How to
Sell to Your
Customer's
Unconscious
Mind**



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Introduction: The Four Ps Problem

This book is designed to guide you to what I believe is the most powerful marketing device that exists.

It's an area that a few people understand intuitively, a few theoretically, but no one explains practically. I plan to change that.

To start off, let's look at one of the most basic concepts in marketing, the four Ps. Like so many other elements of consumer marketing it's only helpful up to a point. It gives you the what, but not the how.

Product: Naturally, *what* you're selling is important, but how you see it and how your potential customers do is very, very rarely the same. You have an on-going, organically evolving relationship with what you sell; you may very well live and breathe it. Your prospective customers don't.

Price: The price you charge for your product is clearly important, but most people get stuck pricing on the basis of their costs, or on the basis of their competitors' prices. Which is right? Is there a third way? (Yes, there is.)

Promotion: How you draw people to your product, to be aware of it or tip them over the edge into buying it is critical. But how do you decide which route is best for your needs? How can you create communication that really connects with people at an emotional level?

Place: Where your product is distributed is sometimes a given. You may only have one way of selling (or one channel of distribution as its sometimes termed). But even if you have no choice you need to understand this channel from a consumer's perspective if you're to succeed.

What's missing from these rationally defined marketing basics is the key that links all of them to a consumer's mind; a place that is far from rational (despite what we like to tell ourselves about our own thought-processes).

Imagine for a minute that you are about to carry out a repair on your home electrical supply (incidentally, I'm not recommending that you go anywhere near it!).

How good a job will you do, and will you even survive doing that job if you don't have a basic grasp of how electricity works? Not how it's made, or how it happens at a molecular level, but how it works at a practical level.

You might be able to do a reasonable job of copying instructions, or mirroring what you saw your friend do at his house to carry out a similar repair, but the moment you encounter something different, or if you accidentally missed a step (like turning off the power at the fuse box) you could be in big trouble.

When it comes to marketing your product to consumers what you need to understand is *how* they think:

- If you want them to understand your product
- If you want to optimise your pricing
- If you want to promote what you've got effectively
- If you want to select the ideal place to sell, or make the most use of the place you have

You need to understand how to tap into the unconscious associations that drive the way people think, feel and (most importantly for you) how they behave.

Over the coming pages I'm going to explain why associations are so important:

- Why our brains work by association
- The power unconscious associations have on the way people behave

- The surprising scientific studies that reveal so much about how consumers think by association
- I'll reveal the different types of association you can use
- I'll show you how successful marketers use associations to shape their brands and grow their sales
- How to identify which associations are going to work best for you
- You'll get a five step plan for harnessing the power of associations in your own business

My aim is to give you everything you need to increase your sales. As we go through I encourage you to start making notes of ideas you have for your own selling; this will create the link between your product expertise and the use of associations that will enhance the appeal of what you sell.

You won't need a big budget: in fact there are lots of ways to tap into this powerful marketing secret without spending a thing. You might find a couple of resources that are free on the Internet helpful, and I'll show you where they are.

You'll be able to connect with your customers in just the same way the biggest companies do; you may even do it better.

Why do I say that? There are two reasons:

1. Big companies have the challenge of creating unique associations for their products, only sometimes can they borrow from other brands to create the impact they want.
2. A lot of big companies (and their advertising agencies) don't understand this aspect of consumer psychology. They sometimes get lucky; the best advertising 'creatives' are the people who get this aspect of the consumer mind intuitively. The fact they do it intuitively doesn't make it less powerful, but it does mean sometimes they miss the mark, their campaigns fail, and they have no idea why.

I'll show you how you can borrow associations from successful brands like Coca Cola and Apple (quite legitimately too). You can tap into the work they've already done in the unconscious consumer mind and reap the benefits with your own products (and it won't cost you the millions of dollars it cost them either).

When it comes to influencing consumers the easiest way by far (at least that you have control over) is through the associations you use. Why? Because what they enable you to do is use one thought to fire off a far more complex set of thoughts and, most importantly, feelings in your customers' minds.

Are people that predictable? Well here's a very simplistic example to think about...

The king said, "I have been looking,
But I've never ever seen,
A princess fair enough to marry,
And make into my _____"

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