

## Simplicity is a Sales Technique

It's kind of odd, but it seems the more technology becomes integrated into our daily lives the more complicated our lives become. Whether trying to speak to a customer service representative or ordering a new cell phone line, we are dependent on technologies that may, at any moment, elect to misbehave. Seems that for all the advances technology brings, we are living in a confusing world.

This confusion has crept into the way we try to sell product. Seems we have embraced the notion of choice and variety to such an extreme that the once simple task of deciding has become riddled with deep considerations. Marketers have gone crazy dreaming up multiple off-shoots of core products, creating havoc in the consumer sector as people battle with the options. Sure there is something wonderful about choice. But it sure makes things difficult.

When it comes to technology our instincts to sell options serves only to suppress sales. The more confusing we make it, by offer varying buying packages and features, the longer the decision making process will be. The longer the decision making process, the lesser the chance of cutting the sale.

So what can you do? You can embrace simplicity as your sales technique.

There are 3 elements to the simplicity model. Implement these elements and you will find that potential customers will quickly understand your product, catch on as to why they want it, and be able to decide to take it in no time at all. The 3 elements are:

### 1. Simplicity in Product

Sure your product should have bells and whistles. Functionality, after all, is what delivers the benefits that make your product attractive in the first place. The questions you need to ask are; (1) which functions are required, (2) which functions are nice to have, and (3) which functions are you throwing in just because you can even though they offer no additional benefit and have no immediate purpose?

Your product needs to be simple enough that it can be deployed to its full capacity, so that users can realize the full benefits. You need to be considering user paths and how your product becomes integrated with typical work habits. You also need to be creating interfaces that are simple and generally alike to those workers are already familiar with.

Finally, while it is okay to have different versions to meet the different needs of different market segments, it is not necessary to have multiple product options within narrow sectors.

### 2. Simplicity in Sales Pitch

The saying KISS (Keep It Simple Stupid), aside from being an extremely annoying saying, is simply not correct. You don't need to dummy up your sales pitch. You need to make sure you are communicating in a manner that insures that your message is getting across. When you KISS you are making an assumption that your customers are idiots. If they aren't (and they're probably not) they will catch on to your KISS approach and

instead of focusing on your product, they'll be busy thinking to themselves "gee why does this guy think I'm a moron"?

You are trying to communicate benefits. Discuss what your product awards your prospect. The only time KISS applies is when you are discussing technology. You need to show what the technology accomplishes and provide some layman understanding of how. This can be done simply by showing a diagram or two that illustrate the path of information or how the benefit is achieved.

Your sales pitch needs to show respect for your prospect. It needs to communicate the advantages you deliver and present a reasonable and compelling for purchasing your product. Doing so with respect and focus not only establishes your expertise and value, it also creates a relationship your prospect might be interested in prolonging.

### 3. Simplicity in Your Offer

We are sometimes masters at confusing prospects with complicated, condition based offers. The idea that certain conditions would create a set of circumstances that would alter the offer in one way or another is absurd. The idea that a company would offer so wide a variety of buying options as to leave no one option completely satisfactory is silly. Two major offenders of these sorts of offerings are airlines and cell service providers. The result of their multi-tiered offering strategy is that they do not have a loyal consumer base and fail to establish meaningful relationships with their customers. Their churn rates are high because no matter what offer the consumer selects they leave with the feeling that it wasn't a particularly good one.

Keep your service offering simple. In fact, keep everything simple, but respectful. Let people recognize and sense the value. You'll sell more to more people. That's the whole idea, isn't it?