



Would You Buy From You? Your Brand Makes the Difference

Would you buy from you? Many people struggle when I ask this question. Their response is “I guess” or “maybe,” or the noncommittal “it depends.” Let’s make this simple: If you would not unequivocally and absolutely answer yes, then why would anyone else buy from you?

The answer is easy — they won’t. In order to get a “yes,” you must clearly understand and articulate the unique value you bring to the table and be able to answer these three questions: So what, why you, and who cares?

So What?

Let’s assume you are on a sales call with a prospective client. The prospect says “so what” in regard to your statement that your organization has been in business since 1958 — because being in business a long time in and of itself means absolutely nothing. Are the same people employed there? Does the same person answer the

phone, etc.? However, if you reframe this to the “why” level and explain how you have a third-generation business that has grown each decade, then you are on the right track. Then, you can share that your company’s longevity has allowed it to continually invest back into the local community and in the development of your staff. Now you have begun to create value.

Why You?

A buyer asks, “Why should we choose your organization over the vast amount of other options that we have?” If your answer is that your firm does high-quality work and offers super customer service, most buyers will not believe this because it sounds like a sales robot. Instead, you must clearly explain your differentiating sales factor and the uniqueness that you — and only you — bring to them. Articulate your value in solving problems when and before they arise, and let them know

how you find solutions for these things when they happen. Share why you are invested in them, their company and their industry. Let them know that you will stop at nothing to help them look good, and give them more time, peace of mind and headache relief.

Who Cares?

The third question is “who cares?” Your response must demonstrate how your individual brand and distinctive identity make the difference in the sales process. You may have heard of WIFM (what’s in it for me). There is a new term in today’s world called WIFT (what’s in it for them). For example, are you seen as a cost or an investment? Are you viewed as a partner or vendor? A vendor can be viewed as a series of short-term transactions, whereas a partner is centered on a



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series of ongoing long-term interactions. You must explain how you specialize in your customer's industry, understand it and continually study it to keep abreast of what is going on — and what this means to them. Moreover, you convey that you look at what their competition does as well as what their customers are saying.

Follow them through all social media channels so you are in on the conversation, showing that you are an extension of your client's team. You work to be their eyes and ears. Convey your value and demonstrate all the extra things you bring to the equation. In turn, your price is just a small part of their reason for their ultimate decision to buy from you. In most cases, price is a factor in their decision; however, it is just one element. The greater your whole value, the less of a factor price plays in the buying decision.

Consider the CUB

We answered the so what, why you, and who cares questions. The next step is to embrace the concept that we seek to communicate, and convey the value proposition we want to share in a loud world. Today, we are bombarded with more noise and distractions in our limited amount of time than at any time in history. We are all trying to do more in less time, but there is only so much we can do each day and week. But as you seek to sell more and brand better, you can't say that you did not have enough time. Instead, you must reframe it to say that you did not make time.

To combat this, we buy from people who save us time, and we choose to be around people who make our lives easier. In short, we buy from those we trust. The real question then becomes: Are you trustworthy? Before going any further, you must consider CUB:

- C = Constantly Connected
- U = Under the Iceberg Mindset
- B = Brand

Constantly Connected

Do you say or hear another person say something like, "I am slammed, swamped, running ragged"? These expressions are often heard in our rapidly moving world, and many live life like a candle burning at both ends. My question is simple: How much is too much? Our attention span was already limited, and now it is almost nonexistent. As we consider if you would buy from you, we must remember the fast-paced world we live in. Technology

and content change at a rapid speed, and only the best content gets and keeps our attention. We cannot effectively sell and articulate value if we do not consider the noise all around us, and choose the correct communication medium to stay connected. Doing these things simply keeps us in the game.

Under the Iceberg Mindset

We have to understand the other person on a deeper level, or an "under the iceberg" mindset. Consider their truth and their worldview; in other words, their "why." Nearly 90 percent of an iceberg is below the surface of the water, and yet we most often focus on the visible part, a whopping 10 percent. You may claim to understand another person, but have you completely listened to them? Do you really know why they believe what they believe or do what they do? This must happen in order to uncover the root values that drive that person. You must ask great questions to get beyond the "how" and "what" and below the surface to the "why" level thinking. Many people are good at somewhat listening and nodding accordingly to show the other party we are paying attention, but this is still "how and what" communication. A "why-level" understanding of another person occurs when we can articulate what they are saying back to them correctly. When we are able to truly communicate with others at the deepest level, we began to be effective. We must first understand another in order to be understood. Thinking in such a deep manner is the minimum requirement to sales success in 2015 and beyond.

Your BRAND Makes the Difference

When a person does business with you, he or she is ultimately buying your brand, so what you do with that brand is important. Your brand is a huge factor of the trust you gain from potential customers. After all, your brand is not what you say it is, but what others say it is. The word brand can be broken down into five key elements:

- B = Baseline: The starting point used for comparison.
- R = Reputation: Everything we know or have learned about someone.
- A = Attributes: The adjectives and characteristics that we use to define a person.
- N = Name: Brings to mind positive, neutral or negative thoughts about a person.

- D = Distinctiveness: Describes the ways someone is different, unique and creative.

Your brand is about the value you provide, and it is directly related to the value that others perceive when making a buying decision. Price alone doesn't lead to value, so remember to include your company's offerings and, most importantly, you. You are selling yourself in every encounter in life, and that correlates with your brand and how others make their decisions. People can copy your ideas and duplicate your presentations; however, they can never be you. Only you can be your brand, and this means the only real competition you have is — yes — yourself. Let's tie all this value together with a PACT.

Putting It All Together — The PACT

Would you buy from you? The short answer depends if the seller and buyer have developed a PACT:

- P = Passion
- A = Authenticity
- C = Creativity
- T = Trust

A person buys from another when they feel passion, authenticity and creativity that is built on trust. When a person has tremendous passion, they have energy, dedication and enthusiasm in all that they do. When a person is authentic, they are consistent in behavior no matter the

circumstances, and they focus on ethics and integrity. Finally, when a person is creative, they approach life in a different and unique manner. This means they operate with a “why can't this be done” mindset, and find a way and never settle for less than the best. These three components lead to a buyer-seller relationship built on trust.

Would You Buy From You? YES!

Getting a “yes” to “Would you buy from you?” is simple: You must provide creative and compelling content to share with others in a constantly connected world. You then work diligently to determine the other party's “why.” This is referred to as an under-the-iceberg mindset, and allows you to truly understand how others feel and what they want. From there, you must clearly define the distinct value of your brand; it is your unique fingerprint. Finally, you must develop a PACT with the other person built on a relationship of trust. When you can successfully communicate your sales message this way, the question changes from “Would you buy from you?” to “How could you not buy from you?”

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