

# Generate Interest

## Coaching Questions

### “What’s important to your customer?”

#### Topic Introduction

Knowing what is of importance to your customers makes you more interesting to them.

#### Discussion Questions

- Do they have any deal breakers? If one of their criteria is not met, is it a ‘no’ deal?
- Is there something that would make them want to learn more?
- Is there something that is unusual or exceptionally different that could spark interest?

#### Key Learning

Focusing on something that is different that is important to your customer is what makes you stand out from the rest.

### “Can these be prioritized?”

#### Topic Introduction

You can’t say it all, and you don’t want to say it all! Only saying what is important is good.

#### Discussion Questions

- Does this change over time?
- If you only had 10 seconds, what one thing would you talk about?
- Are the priorities for each customer the same?
- What would be the benefit most frequently asked for?
- What most frequently generated interest in the past?

#### Key Learning

Less is more. If you talk about too many details, you can talk yourself out of a sale.

### “Can this be catchier?”

#### Topic Introduction

Just as important as what you say, is how you say it. There are specific tactics that you can use to make your message catchier.

#### Discussion Questions

- Can this be more emotional? Can it focus on a pain or risk or huge opportunity for the customer?
- Can emotional terminology be used?
- Are there metaphors or analogies that would make it easier to remember?
- Are there anecdotes or stories that illustrate the point?
- Could it be shorter?
- Could it be made simpler?
- Could audio visuals or other senses be included?

#### Key Learning

The more senses involved, the better.

## Examples

### Real Life Example: Can these be prioritized?

A part manufacturer that specialized in producing low volume batches, especially for new products and sample products, was trying to figure out what was the most compelling message to use to generate interest.

1. They could talk about the fact that they could produce 1 to 1000 pieces at any given time. But this was similar to other companies.
2. They could talk about the fact that each of the 1000 pieces could be unique. That was a different from the competition, although not entirely.
3. They could talk about their raw material that was as strong as steel, but as light as plastic. That is where people's eyes popped.

By re-prioritizing these talking points (making #3 the first thing they mentioned), they were able to generate more interest upfront.

### Real Life Example: Can this be catchier?

Avis has been the second largest car rental company for decades, with Enterprise in the lead. Avis turned this into an advantage, by using the following tagline:

"We try harder."

The reason that this tagline is so effective and catches you attention is that it is;

1. Short. You can't get much shorter than 3 words.
2. Simple. There aren't any words over 8 letters.
3. Emotional. Everyone can relate to trying and working hard.

### Mini Case Study

Lois was starting up a flower shop that focused on weddings.

LOIS: "When I tell people that I own a flower shop, I always see this look in their face that it is just easier to buy from the guy down the street or that it just isn't something that they are interested in. Maybe I started up the wrong type of business."

COACH: "Has there been a time that you have gotten someone excited about your business?"

LOIS: "Sure there was. I was at a wedding that I had provided the flowers, and the young women there were impressed with how fresh my flowers looked and how beautiful the arrangement was. Absolutely none of them were wilted, and I told them that they wouldn't wilt for another 7 to 8 days. In fact, I could guarantee that. They couldn't believe it."

COACH: "That was a great observation that you made. Brides want the perfect wedding. So they want the perfect flowers on that day. You can't get any of that from the local flower shop. These are the benefits of working with you that I just heard you say;

1. You can complete your wedding perfectly with custom arrangements.
2. You have nothing to worry about, as the flowers are guaranteed to be fresh on your wedding.
3. You can prolong your memories with 7 more days of beautiful flowers.

Which of these are the most important to your customer?"

LOIS: "I think that knowing that their flowers are going to be fresh and gorgeous on their wedding. That is the last thing they want to be worried about."

COACH: "How do we make a worry-free wedding as catchy as possible?"

LOIS: "Hmmm....zero wilting guarantee, perfect wedding guarantee, or picture perfect guarantee."

COACH: "Good start. Let's refine this and figure out what's the best fit for you and the wedding market."