

Selling Thin Air

The Art of Selling Intangible Products In a Tangible World

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Intangible Products

- in-TAN-gi-ble, *adj.* Not tangible or corporeal; unable to be touched or felt; a service, or goodwill
- Architecture
- Accounting
- Advertising
- Consulting
- Financial Services
- Hospitality
- Software Design
- Health Insurance

The Buying Process

- Problem Recognition *"I'm thirsty"*
- Information Search *"MGD or Lite?"*
- Alternative Evaluation *"Full body or low cal?"*
- Purchase *"Gimme a Lite"*
- Post Purchase Satisfaction *"Ah, that hit the spot"*

The Goal

- Brand Loyalty

- Problem Recognition

“I’m thirsty”

- ~~Information Search~~

- ~~Alternative Evaluation~~

- Purchase

“Gimme a Lite”

- Post Purchase Satisfaction

“A-ahhhh!”

Intangible Products

- Begin by establishing your image
- Who are you?
- What makes you different?
- What makes you better?

Q, S, & P

- Quality
- Service
- Price

“Pick any 2 out of 3”

Differentiate

- **Actual Product**
 - The ‘thing’ itself, e.g. a ticket or a promise
- **Core Product**
 - The basic benefit of the service
- **Augmented Product**
 - Additional benefit that enhances value

4 Step Selling Process

- Step #1

Sell to Decision Makers

- Technicians buy 'things' [foreman, manager]
- Sell concepts to CEO, COO, VP

4 Step Selling Process

1. Sell to Decision Makers

● Step #2

Let Them Define the Problem

- Ask questions
- Keep asking until you hear a problem you can solve
- Then ask, “What is that problem costing your company?”

4 Step Selling Process

1. Sell to Decision Makers
2. Let Them Define the Problem

● Step #3

Sell Solutions

- Reduce Costs
- Enhance Market Position (Increase Revenue)
- Increase Productivity

4 Step Selling Process

1. Sell to Decision Maker
2. Let Them Define the Problem
3. Sell Solutions

● Step #4

Build Relationships

- Selling solutions takes trust
- Build visibility and credibility

Build Relationships

- Good service [e.g. Nordstrom]
- Good Service [e.g. P&G]

Visibility and Credibility

1. Take on an extra project
2. Give a speech
3. Teach a class
4. Write an opinion or editorial piece
5. Create an online presence
 - LinkedIn
 - Blog
 - Twitter

Summary

- Sell to Decision Makers
- Let Them Define the Problem
- Sell Solutions
- Build Relationships
 - Give Superior Service
 - Create Visibility and Credibility

Thank You

‘30-Second Marketing Tips’

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