

with columnist Robert Ciccone



Pleasure and pain will help make gains

Compelling your customers to act now will put more cash in your jeans

By nature, people are procrastinators. What is the significance of April 30? Judging by the post office lineups on that day, it seems most will say it is the day to pay your taxes. But it is actually the last permissible day to pay them on time.

Consider Christmas shopping. On December 26, you have 364 days to buy your gifts for next year. But ask any retailer: most Christmas shopping is done in a panic, in the last four or five days before December 25.

In January 2009, the federal government announced a \$1,500 tax credit on supplies purchased for home renovations before February 1, 2010, or for work completed before that date.

What did lumberyards and building supply stores experience? A huge rush on the two weekends before the deadline.

Face it. Procrastination is part of human nature.

To give your offers the best chance at success, you have to overpower the natural human tendency to put things off.

You must address the objection, "Let me think about it." If you have ever worked in sales, you know those five words are code for, "See you later, good bye, I doubt you will ever see me again."

So, what can you do? Simple. Among other things, give your prospect valid, believable, credible, overwhelming reasons to act now. Give them – a sense of urgency.

Although there are many different psychological motivators, there are really only two very basic reasons why people do anything. First, to seek pleasure or gain. Second, to avoid pain or loss. The benefit of your offering is the pleasure, and the

sense of urgency is the pain.

Fear of loss is a powerful motivator. Research has shown that people are five times more likely to take action to avoid loss than to make potential gains.

Have you ever bought a lottery ticket? A rational person knows that your chances of winning the big prize are slim.

That's why one of the most compelling lottery themes is: "You can't win if you don't play." It's not so much the prize that impels us to buy, but the fear of missing out on the only chance there is of winning – the fear of loss.

Here are a few examples of ways to make your offer urgent:

Hurry, this offer is being made to 100 of our best customers. There are only 25 widgets available at this wholesale price. And once they are gone – that's it.

Schedule your free-wealth accumulation analysis by June 30 and you'll also get a free report called The Seven Greatest Wealth-Building Secrets of the Smartest Investors of All Time.

Congratulations! It's your birthday month! Bring this letter in before the month is through and you can take 15 percent off anything in the store.

Please do not delay as seating is limited, and the last time we presented this seminar it was completely sold out. We can only accommodate 24 attendees in order to give everyone the opportunity to ask critical questions.

Before we start advertising and promoting this new service, we want to get your feedback. That's why we'll give you a full 50 percent discount off the introductory price that we'll be offering in a few weeks for this new service.

Warning: notice that the above examples include a valid reason, a justification for believing in the validity and integrity of the offer and

urgency to buy now. This is done to neutralize prospect's cynicism. Your justification for the prospect to act on your offer must be blatantly honest, clearly logical, and communicated in a manner that they can understand. If the offer isn't justified in an honest and logical manner, your prospect will look at your attempt for urgency as just another gimmick and simply not respond.

When I think of urgency in advertising, the image that comes to me is of a stick of dynamite with its fuse burning.

Or, a time-bomb ticking down to zero. That's the kind of urgency you have to create. People have to hear

the clock ticking, or their urge to procrastinate will win.

How can you compel your prospective customers to act immediately? What sort of urgency can you create for your offers?

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