



Canadian Hot Tub Retailer Monthly Newsletter

Canadian Hot
Tub Retailer

Volume 2, Issue 1
January 2010

Online Newsletter for Health and Leisure Retailers

Happy New Year!

Welcome to the **January edition** of the **Canadian Hot Tub Retailer newsletter** for **Health and Leisure** retailers.

The January issue focuses on how our attitudes affect our success and how to use Feature / Advantage / Benefit statements in our sales presentations to maximize our impact and our sales.

Wishing you a very prosperous and fulfilling 2010!



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Your Attitude Affects Your Success



A question on everyone's mind is **"what will the effects of the economy be on my business in 2010?"**.

I believe that our attitude and perceptions, which we control, will determine the answer to this question far more than the state of the economy, which we do not control.

In sales, you recognize that your customers and potential customers need to hear a positive attitude and confidence behind the words you say. If they don't, you'll have a difficult time convincing them to buy.

A positive attitude is not only about choosing to have a good outlook through good times and bad, but also about **learning to love what you do**. Outstanding business people are successful because they deeply love their work. The Achievers of this world know that if you can learn to love and be grateful for your job, you'll be more productive, more creative, and more content.

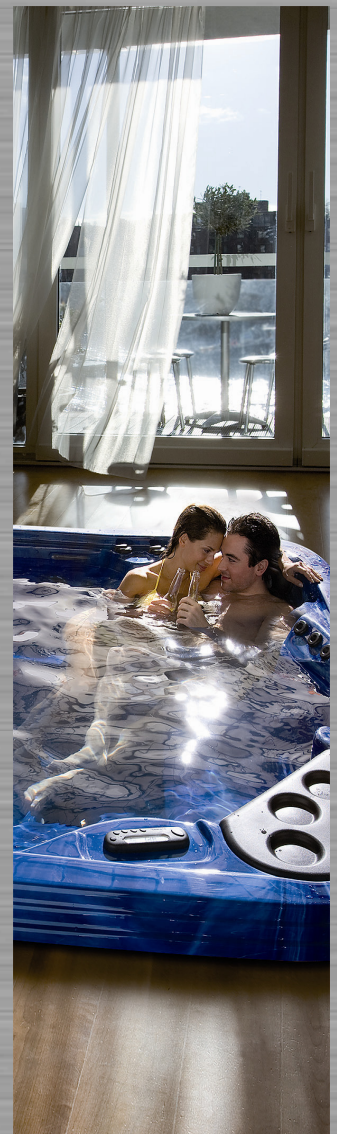
But what if you don't love what you do? If you have a positive attitude, you will do your best no matter what because of who you are. You'll take what you have right now and make the best of it. We can change our subconscious thinking if we choose to by analyzing every thought we have until positive thinking becomes habit, replacing an old habit with a healthy habit, much like replacing exercise for smoking.

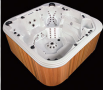
Believe Again!

A positive attitude is about believing in your company, its products or services, in its people and in yourself. It's also making the customer feel your belief from your words, tone and actions. It means believing that you'll make that next sale, even though you lost the last two.

You can never have absolute control over what occurs in your company and in your personal life. But the attitude with which you choose to greet the day, approach your work, and respond to the people around you is fully within your control.

Choose Success!





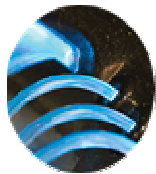
FAB Statement Example

The **feature** is waterfalls. The **advantage** is they create the sound of ocean waves or a babbling brook.

The **benefit** is deep mental relaxation as your mind drifts a thousand miles away to a tropical beach.

“Mr. Prospect, one of our most popular options is our ribbon waterfalls (**feature**).

They mimic the sound of a babbling brook (**advantage**).



What this does is put your mind into an incredibly relaxed, stress-free environment.

By simply closing your eyes and listening to the waterfalls, your mind will drift a thousand miles away to a tropical beach with the rolling waves in the background.

The massaging jets will relax your muscles, while the waterfalls will relax your mind (**benefit**).

Relaxation is important to you, isn't it (**hook**)?”

“Mr. Prospect, please close your eyes for just a moment and listen to the sound the waterfalls create.

How would that make you feel after one of your long stress-filled 12-hour days?”

FAB Statements

Are you familiar with FAB statements (**feature, advantage, benefit**) as they relate to your presentation? They are an incredibly powerful sales technique that will substantially increase your sales when you master using them successfully.

Your primary focus in selling must be to make it absolutely clear that what you are offering is of value for your prospect. You must explain how your prospect will benefit from ownership. The most effective way to do this is with FAB statements.

FAB statements help paint the picture as to why your spa or pool is the most effective means of meeting your prospects' needs. They connect the physical features of your product to the benefit the prospect wishes to receive.



The benefit of your product is the reason why your prospect must own it.

Why use FAB Statements?

- They build value in your product and increased value justifies the asking price.
- You control the direction of the discussion and presentation.
- You can better understand your prospects' needs.
- They reduce the chances of you data dumping.
- The prospect will often reveal buying signals.
- You will address their WIIFM.

It doesn't matter if you're the largest, the shiniest or the fastest. How do you know if any of that is important to your prospect? Your prospect will always be thinking **WIIFM** - “**What's in it for me?**”



FAB statements are the most effective and valuable techniques to present your unique features, explain their associated benefits and build value in your product. Effective use of FAB statements will result in increased sales. When you present your products, always remember to translate your features into advantages and then advantages into benefits. The benefit of your product is THE reason your prospect will buy from you, as it is the WIIFM that they will remember most. With practice, you will be able to turn that benefit in to a hook, a trial close that connects all the dots. Your hook gets them to confirm the benefit is important to them.

- Feature – actual components of the product (What is it?)
- Advantage – what the result of having the feature is (What does it do?)
- Benefit – how your prospect will benefit by having the feature (WIIFM?)
- Hook – ties the benefit into a trial closing question



FAB Statements cont'd

It is not uncommon to have many different benefits associated with your unique product features, so adjust your benefit statements to reflect your prospects' specific needs. Following every feature and/or advantage you mention, transition into what the benefit to your prospect is.

- "What it means to you is..."
- "Providing you with..."
- "What this does for you is..."
- "Therefore you will be able to..."



Building Value

In the absence of value, every single selling situation degenerates to one thing...PRICE.

The more value you build into your presentation, the more valuable your product becomes to your prospect.

Features + Advantages + Benefits = Value

The price we ask must be equal to or less than the value that we are able to establish.

Your prospect will pay a higher price for your products and services if they feel the value you built justifies the price. In the absence of value, all that's left to negotiate is the price. A high value will justify a higher asking price; a lack of value will justify a lower price.

Enjoy. Learn. Prosper. Share.

Marco Longley

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FAB Statement Example

"Our 'easy entry' cascading steps (**feature**) make spa entry and exit much safer and easier (**advantage**).

What this means to you is whether it's your kids, Grandma or yourself, you will have the safest, most stable and secure way to enter and exit your hot tub (**benefit**).

Do you think that safety is important to Grandma?



Do you think she would use and enjoy the spa more if she felt safe moving in and out of it (**hook**)?"

Does that FAB statement sound effective in painting the picture?

Would that detailed description help your prospect make an emotional connection to your spa as compared to you simply saying...

"We have steps"?



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We encourage you to submit your ideas to the newsletter.

Article submissions should be 600 words or less and must relate to the Health and Leisure Industries.

The Canadian Hot Tub Retailer Newsletter is published 12 times a year, monthly by CheshiresLair Management Solutions 301 – 5336 East Hastings Burnaby BC V5B 1R1 Editorial and advertising mail should be addressed to info@canadianhottubretailer.com

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