



Core Selling

By Evan Carmichael

This concept will transform your business and how you market yourself: There are three kinds of selling in business: features, benefits, and core.

Feature selling

When you first start selling something you're usually promoting the features. You're talking about the specifics of what your company offers. Here are some examples of feature-based selling:

- These sheets have a thread count of 1200
- This car has a fuel economy of 34 miles per gallon
- This light bulb will last 10 years

Benefit selling

Somewhere along the way you learn from reading a book, watching a video, or talking with others that you should be selling benefits, not features. You tell me how I'm going to gain from using your product or service, not just what it does.

Benefit-based selling would change the sales pitches to:

- These sheets are super soft and you'll get a great night's sleep
- You'll save a lot of money on gas with this car and rarely have to fill up
- You'll never have to change a light bulb again!

This is how 99% of the world sells today.

It works but it's ineffective.

Core selling

Forget features and benefits. The real gold is in core selling. In core based selling you lead with your #OneWord. What are you here to do? Why is this so important to you?

Example: The #calm flower store

One of my subscribers, Jay, wrote to me wanting to start a flower shop and asked me how he could stand out.

Now, the flower industry is brutal. Ridiculously brutal. Margins are being squeezed by supermarkets and online stores. There are less flower growers making it harder to find locally grown products.

It's one of the most competitive online businesses so good luck in getting people to search and find your website.

When the economy is down, luxury items like flowers are the first things people stop spending money on.

Most of the big referral partners like funeral parlours and banquet halls already have long-standing relationships with florists.

Man... who wants to be in the flower business???

Jay did. So I was going to help him.

The secret was for Jay to realize that he wasn't selling flowers. He was selling something much more powerful.

Jay was really selling #calm.

What I learned from Jay was that he loved flowers because they made him feel calm.

If he was stressed, if he was worried, if he was carrying the weight of the world on his shoulders, he looked at his flowers and he became calm.

That's his why. That's his core.

For Jay to avoid the massive failure rate in the flower business and beat the odds he needs to embrace #calm.

And it's so much more than just having great flowers.

His store should be a haven for people who want to feel calm. He should sell flowers that make people feel calm. He should have signage outside that makes people feel calm.

He should play music, hire staff, greet people, fill the air with scents, and have a store layout all in a way that makes people feel calm.

He should get involved with charities and organizations that help people deal with stress and overcoming trauma. Talking with Jay or anyone on his team should make you feel calm.

For him to be successful he needs others to experience the calm feeling that he loves getting from his flowers. And it's easy to do. It doesn't have to be faked. It's not just a marketing strategy.

Because that's who Jay is. He just needs to embrace it and share it with the world. Then his flower shop will become a destination place for people who want to be calm. He'll attract people who he'll naturally get along with, who will buy more flowers, spend more money, refer more customers, and won't compare him to the dozen roses that you can buy from online for \$19.99.

That's core selling.

Almost nobody does it and it's your chance to dominate your industry. Believe.

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About the Author

Evan Carmichael helps entrepreneurs. At 19, he built then sold a biotech software company. At 22 he was a venture capitalist helping raise between \$500,000 and \$15 million. He now runs EvanCarmichael.com, one of the world's most popular websites for entrepreneurs. His goal is to help 1 billion entrepreneurs. He has helped set 2 world records, works 20 hours per week, uses a stand-up desk, rides a Vespa, raises funds for Kiva, and created a line of Entrepreneur trading cards. He graduated from the University of Toronto and enjoys salsa dancing, being a DJ, and the Toronto Blue Jays.

Co-ordinates

Mail: 4665 Yonge Street,
Suite 303, Toronto,
Ontario, M2N 0B4
Canada

Email: evan@evancarmichael.com

Web: <http://www.evancarmichael.com/>

LinkedIn:

<http://ca.linkedin.com/in/evancarmichael>



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