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The ExpressTime Insider

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Satisfy Buying Motives to Close the Deal

In our last newsletter, we discussed the comfort factors that need to be satisfied for every prospect in order to facilitate a sale. Also mentioned was the potential customer's 5 dominant buying motives (DBM), which are pride, profit, love, need and fear. In business to business selling, profit and need are the most prominent among the 5, but it is necessary to ask the prospect enough questions to identify and satisfy their buying motives.

Once we have identified the dominant buying motive for our prospect we need to provide evidence that our solution fulfills their motive. How do we do that? The most effective method is to use the FAB(Feature, Advantage, Benefit) selling technique.

A feature identifies a specific aspect about your product or service. The advantage describes how the feature works for the prospect and the benefit is the "so what" for the prospect. Benefits tie the features and advantages together to explain why the prospect should want to have that ability.

Using ExpressTime Solutions timekeeping as an example, we could define the aspect of accurately

recording employee time to identify tardy or absent employees. The advantage of that feature is to insure the client's building is cleaned effectively, even in the event of an absent cleaner since the supervisor is notified and can make sure the job is covered. The resultant benefit is the client being happy because they didn't have to deal with an unclean environment the next morning.

Applying that same FAB criteria to ExpressTime Solutions Customer Relationship Manager(CRM), the feature provides instant contact from the client to your business. Any issues are communicated directly to your business from the client so an electronic record of the exchange is created and remains in the forefront of everyone's mind until the issue is resolved to everyone's satisfaction. The benefit is satisfied customers and a higher client retention rate.

ExpressTime Solutions Inspections offers the client tangible proof that the service they receive from you is constantly being monitored and improved. Customized inspections allow you to demonstrate to the client the graded outcomes of cleaning. The obvious advantage would be the client gaining confidence that their satisfaction is paramount to their service provider(you). The resulting benefit is the best customer service possible.

Providing these tools to your existing customers and offering these features, advantages and benefits to potential customers will improve customer retention and close new business for your company.

Check out our new website at www.expresstime.net

Email us: support@expresstime.net



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