

Marketing vs. Selling

By Jeremy T. James

There is a big difference between Marketing and Selling. It is best illustrated by a quote from Perry Marshall. He said, "*Nobody who bought a drill actually wanted a drill. They wanted a hole. Therefore, if you want to sell drills, you should advertise information about making holes, not about drills*".

Now why is this relevant?

The main reason is **attitude**. Your posture, the way you approach your audience, the message you are presenting, your focus, your perception of the sales process...and yes, even your attitude will all shift once you understand the difference.

For some reason, people can smell a sale from a mile away. If your attitude inside your mind is one of sales, then it becomes about you. You may need the money and they can sense that. You may want to help them honestly, but that is about what YOU want still. People have to decide to buy on their own. Once you change your attitude inside your mind to that of a marketer, things will change.

It doesn't matter what your product is. It doesn't matter if you have a wonderful service or an amazing opportunity. It doesn't matter if you think the timing is perfect, or they really need what you have to offer. As you will soon see, it is about providing solutions and taking YOURSELF out of the buying decision.

How Does It Work?

Well, to put it simply, you don't just sell your product. You instead provide solutions to the issues people have.

Start by realizing that your product (or service or opportunity) will bring even more issues to the buyer. If instead, you were to present solutions to the issues they already have as well the ones you will create, then you bring extra value to those who buy your product. Simply put, you create value in the process and that brings trust. Without that, you can only compete with everyone else selling the same product through price. Add value, and they are much more likely to buy from you.

Think of selling as an outward facing process. Typically, people advertise through the features of their product rather than the benefits. They talk to prospects and try to get them to buy from them rather than everyone else...who are selling the same or a similar product. This is true whether they are selling a product, a service or especially a business opportunity.

You don't want to sell the drill...you want to show a great way to make a hole.

No one wants to be sold to!

Think of the last time you went to buy something in a store or car lot or any place that you were asked if you needed any help. Nine times out of ten...you said “just looking” or something to send the salesperson away. Even if you actually did enter the establishment planning to buy something. Of course, later, when you found an item and had questions, there was no salesperson around, but that is a different issue...

Take another example. Have you ever been in a situation where you were at a family outing and you cringed when a certain relative entered the room? You knew full well that you were about to hear about the latest get rich quick scheme, or business of the year. Even if the business they were in would have been good for you. Even if the products they are trying to sell, when sold by large box stores, are not as high a quality and line the pockets of billion-dollar companies. I’m sure that relative could have used the money and it might have been great for you as well. But you didn’t want to be sold to.

People LOVE to buy!

As we just established, most people have no problem going to Walmart and other big box stores. Nearly everyone has shopped on Amazon or other online retailers at this point. Maybe it's a local market, super-market, mall or pharmacy they want to support. Maybe it is Craigslist or eBay or other auction sites they can get a great deal from. It is no secret that people love to buy things...

That is why the large companies spend SO much money on branding and marketing. They know that you may not be ready to buy the item right this minute. They do want you to remember them when you're ready to buy that item though. Marketing is an inward facing process. It is the process of bringing customers to you.

What does this mean for you? When all you really want to do is make some more sales, that comes across to everyone you are talking to. If you stop focusing on what YOU need...and focus on what the people you meet need, then you get into a position of people coming to you. You become the expert in their eyes, and once they know, love and trust you, they will want to buy from you as well. If you do it right, you will eventually be positioned to offer other products or services and they will listen to your advice.

Change the Way you Approach Sales

If you sell vitamins, become a nutritional expert who helps people lose weight, relieve ailments and get healthier.

If you sell financial services, become an expert who helps people save money and build wealth.

If you sell a network marketing opportunity, become a home business mentor who helps others build an income from home and shows people how to generate leads and recruit using the internet. Become an information source and trusted authority before you pitch them on your MLM.

This concept is what is referred to as attraction marketing. It allows you to position yourself as an expert, with something valuable to share. You can create a following on social media, or at a minimum, a list of emails to share additional products with. Those in network marketing, technically don't "own" anything other than this list or following. That is the real asset if you think about it.

Think about people like Oprah. Can you name a book she has recommended that did not become a best seller soon after she mentioned it? Think about a brand like Nike. If you loved the last pair of shoes you bought from them, aren't you more likely to get your next pair from them as well?

Please don't think I am suggesting that you have to be famous, nor a billion dollar company, to set yourself up in the very same way. It is absolutely possible to build your brand and become an expert in your niche.

Everyone starts somewhere!

Start with the Fundamentals!

You must start with the basics and build up from there...much as a successful sports team does. Start with the fundamentals to create a solid foundation to build on. How many winning teams declared the reason for their success was that they went back to the basics?

First, realize that typically, people are going online and looking for information...not looking for something to buy. Even Amazon tries to take advantage of this fact. Consider the testimonials and product reviews on every product page. While you are researching problems, they try to offer you a solution through a review or testimonial of how another customer was able to use the product and solve that problem. Even if they are looking to buy, they are usually going online to do some research first.

Therefore, your goal should be to present them the information related to what they might be looking for or researching. Provide solutions to the issue they have, not a sales pitch about the product itself. Give the benefits rather than the features. Or at least provide benefits to each feature you mention.

Become an "Expert" so people value your opinion and they will eventually ASK you what opportunity you are in, or what they should buy.

The Good News...

You will only ever need to set it up the right way one time. And it doesn't take as much time as you may think. Especially when you get help to do it right. And it doesn't have to start off perfect. You can either set up a site that sells your product and talks about the features or great price...or spend the same amount of time setting up a site that markets your brand and your solution instead that provides value through an irresistible offer and sells the product on the back-end.

After that it becomes a "Passive Action". You monitor, tweak, adjust as needed, maybe add something occasionally, but most of the work is done. Once you turn it on...you only talk to serious prospects interested in your mentorship or opportunity or products during the hours you set.

It Works for Product Selling Businesses

If you want to sell your product, think of the challenges people who buy it will have. If you think your product only solves their problem and doesn't present them a new challenge, then you need to think again. Every product, no matter how simple comes with its own challenges that you can solve for them and present it as a better offer.

Consider a simple every-day product, like a bike lock for example. It solves the problem of someone stealing their bike, right? Well sure, but it poses challenges as well. If it has a combination, will they be able to remember it or set it to something they will remember? If it uses a key, then isn't it possible they may lose that key? What do they do when they take the lock off the bike and want to ride? Is there information about places to avoid leaving their bike to help prevent it from being stolen even with the lock (many eyes watching to prevent a bolt cutting thief for example)? Maybe adding some bike riding tips, safety tips or other information related to biking in general would be helpful to them.

Spend some time really getting inside the heads of your ideal customers. Talk to prior and/or potential customers and ask questions. The more you know about them and the better your "avatar" (concept) of the perfect customer is, the more you can understand, relate and speak directly to that customer. It is NEVER true that your audience is everyone or you are marketing to no one.

It Works for Coaches, Consultants, Speakers, Authors and Event Creators

If you are in any of the businesses or one like the above, then you are the product. Think of the challenges people who you want to reach have. They may not know you or your company. They may not trust you yet. If you try to go right to the sale of your main product, they may not be ready for that yet.

Driving more traffic to a sales site may not increase your profit. Instead, think of a smaller product that you can give away or only charge shipping for first. Show them your value. Gain their trust. Then present your offer knowing the challenges they will face once they do buy from you. Solve those issues with your offer. Maybe they will need to travel to the event and that poses a challenge. Maybe they will need to market an event you will be speaking at and that poses a challenge for them. Solve their problems, whatever they may be, in your offer.

It Works for Network Marketers Who Want to Build a Team

If you are in network marketing, then the opportunity is the product. MLM stands for multi-level **marketing**. Interesting that most people try to **sell** their opportunity, right? Everyone in your company is selling the SAME product. So, just like with physical products, you must compete with a better offer. You do present challenges to people who join your business. They may not know what to do first. They may not know your system. There may be technical setup steps they are not familiar with. They may not know how to run a business like a business, how taxation works or how to manage their money. They may be worried people will ask them questions they can't answer. They may be worried about having to talk to friends and family. They may need personal development. You get it...

Don't be that relative who turns everyone away at the next get together by trying to push everyone to listen to you. And don't let your team be that person either. Yes, you care about them and you know the products would be great for them, but they don't want to be "sold to". Set up a marketing funnel the right way, where you are solving people's problems and building better relationships and people will be asking to join you.

You can prospect while you sleep, vacation, take time with family or whatever you want to do. Your business becomes very duplicatable and immune to attrition with more prospects that you can handle over time. Use automated follow-up systems, emails, etc. and only work with those who are qualified and won't be a time sink for you.

In Summary...

I will wrap this up by saying...I sincerely hope this has opened your eyes to a new way of building your online business. No matter what type of business you are building, learning to market the right way should not only bring in additional revenue, but also give you more time freedom. I'd love to hear from you. Click the links at the bottom of the page to visit with me. Like my page on Facebook to get the latest information as I post it. If you want coaching, that can be arranged too.

I wish you success! Use this information to get started on your plan to upgrade your lifestyle today.

Thank you,

Jeremy T. James

***“When you set your marketing up Right,
you will have more time to do what you want
and be with the ones you care about most”***

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