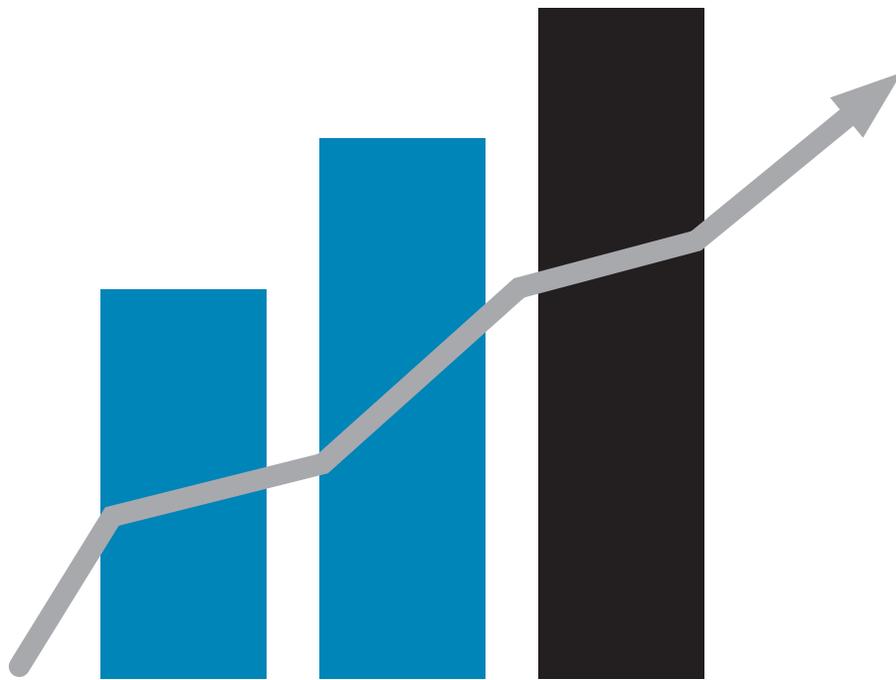




HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

SELLING MORE *with* YOUR FASCINATION ADVANTAGE

THE 5 SECRET VERBS OF SELLING



SALLY HOGSHEAD

WHAT ACTION ARE YOU TRYING TO GET PEOPLE TO TAKE, EXACTLY?

Successful personalities don't just get attention— they drive behavior. They incite action.

If people don't change their actions as a result of your message, that message failed.

To create messages that change behavior, identify exactly what action you want people to take. Rather than just making an announcement (“Now with 2 locations to serve you” or “20% off!!!), start thinking of messages in terms of how they will:

1. **ATTRACT** customers
2. **PROVE** why you are the best choice
3. **INCREASE** urgency for an immediate sale
4. **CONVINCE** new prospects to switch to your product
5. **RECOMMIT** them to being loyal (when they might otherwise move to a competitor)

Action is the only way to come from a place of strength. Having a meeting about a breakthrough client plan, or emailing about doing a terrific management retreat, or promising yourself to start a low-carb diet against Ding Dongs — it all means nothing if the idea never comes alive. Spend less energy talking about what could or should get done, and more on getting it done.

EVERY ONE OF YOUR MESSAGES SHOULD PLAY INTO ONE OF THESE 5 VERBS. YOU SHOULD CONSTANTLY BE AIMING TO DO ONE OF EACH OF THESE:

In your sales these 5 verbs are the foundation of success. It all comes down to action.

- * **ATTRACT**
- * **PROVE**
- * **INCREASE**
- * **CONVINCE**
- * **RECOMMIT**

A brilliant product - or for that matter, a genius executive - can't succeed unless it inspires action.

3 HOT SELLING BUTTONS

“**Hot buttons**” are intensely – charged issues that tap directly into a customer’s decision to buy.

Different customers have different hot buttons. Your job is to identify which hot button will most influence a given purchase, and then adapt to it.

THREE POTENTIAL HOT BUTTONS:

FEARS:

What is your customer concerned could go wrong, and how can you prevent or solve this? (FedEx uses this hot button, charging a premium for “fear relief.”)

NEEDS:

Identify what’s missing or unsolved for your customer, on a practical level. Do they have a rational need (such as the need to spend less)? Or, an emotional need (such as feeling validated by a well-known brand name)? Find ways in which your business fulfills what’s missing.

HOPES:

Deep down, your customer holds certain aspirations (even if they won’t admit it). They might want to feel smarter, more relaxed, or even get promoted as a result of buying your product. While it’s easy to identify your customers’ rational needs, it takes some savvy to demonstrate you understand what they aspire to become.

I've referred to the process of identifying these three hot buttons in many ways. One of my favorite analogies is the "innovation mutt" – this concept involves companies and people that break out of their established, single-minded categories and look for new opportunities to fill a need, address a fear, or respond to hope.

Some of the examples I've cited in the past include:

Zillow: When you combine real estate listings with public tax records and Google Earth, you address people's fear that they will pay too much for a house or ask too little.

Todd Oldham by La-Z-Boy: Take a dusty furniture brand and add one of the fashion industry's top designers, and you end up with a recliner that is not only comfortable, but also stylish and worth showing off.

Drive: Nike, iTunes and The Crystal Method put together a soundtrack designed specifically for workouts. Anyone who has ever worked out to music understands that the right music is a must, especially if it doesn't cost very much.

All this isn't easy. Your Fascination ADVANTAGE works because you make it work. And that takes work.

OPINIONS OF AUTHORITY

Let's find out your "opinions of authority."

These strongly-worded viewpoints are like a letter to the editor, but relate to your customer. It must be a topic or sentiment that you can stand behind so confidently that it reflects your expertise.

TAKE A STAND ON SOMETHING YOU BELIEVE IN.

Your opinions of authority shouldn't be obvious; in fact, the more counterintuitive, the better. What do you believe with such conviction that you can authentically advise your customer with full confidence?

What if you made a piece of marketing about your opinions of authority? Like a short YouTube video, or blog post about your opinion? What if you put one succinct observation on the back of your business cards— perhaps you collect a dozen observations, with one on the back of each card? That would be worth talking about.

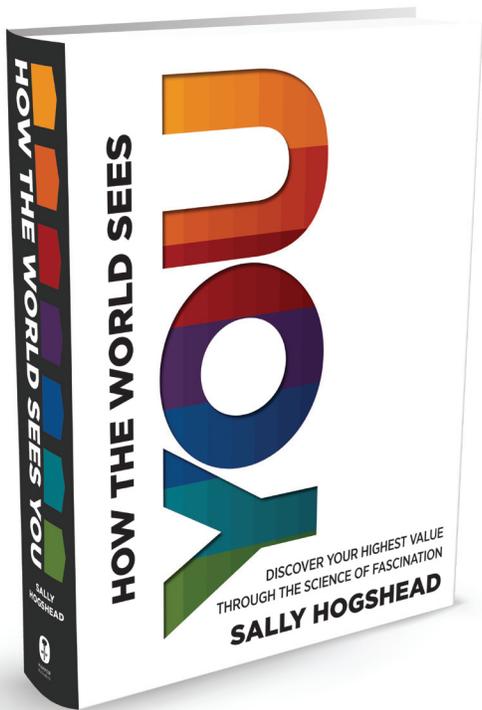
Having an opinion of authority differentiates you from your competition. Push yourself far enough when thinking about what your opinion of authority is, and you'll finally stop trying to just be better than your competitors.

Recently, I wrote a blog post about this topic and explained that being better is temporary; flimsy even. Striving to be better keeps you chained to the same way of working and living as your competition - and that's no way to live.

By being the best you - by defining and stating your opinion of authority - you can harness advantages within yourself, isolate and articulate them, and then amplify and express them in a way that fascinates the people in your world.

A COMPLETE UNDERSTANDING OF YOUR OWN PERSONALITY ADVANTAGE WILL GIVE YOU AN EDGE IN BUSINESS AND PERSONAL DEALINGS. THE FASCINATION ADVANTAGE TEST IS THE FIRST STEP IN REACHING THAT LEVEL OF SUCCESS.

YOU'VE SEEN THE BEST OF HOW THE WORLD SEES YOU



SEE THE REST OF HOW THE WORLD SEES YOU

HOW THE WORLD SEES YOU: DISCOVER YOUR HIGHEST VALUE THROUGH THE SCIENCE OF FASCINATION

NOW AVAILABLE

Combining marketing and neurology with a decade of proprietary research and studies inside world-class companies, author Sally Hogshead describes how your personality is most likely to fascinate your team, clients, and organization.

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