



## BMG NZ - Sales & Marketing Tip 13

### **Selling a Service**

You can't see "a Service" so how do you sell it?

Well, the first focus in service selling is of course **"your service"**

A good place to start is to assume your service is lousy. That will then force you to make it better, irrespective of its initial position.

Also try the Advert writing test, it goes like this:

Do you find it really difficult to write a good advert for the service you provide? If an ad that highlights a really good promise to your clients is difficult for you to write, then maybe your service needs fixing.

If your best written advert is not working, stop trying to improve the ad, start improving your service. The best ad in the world will not sell the worst service in the world (does a certain cell phone company spring to anyone's mind ??)

The marketing of your service must not only focus on creating what your clients need or want, it must also focus on what they will truly "love".

Contact us and we'll show you how your web site can best Sell your Service to your client base.

This tip was brought to you by BMG NZ.