



As Founder and CEO of The Abraham Group, Inc., Jay Abraham has counseled over 10,000 clients in more than 1,000 industries. Widely recognized as a leading expert in sales and marketing, Abraham has spent his entire career solving complex problems and fixing under-performing businesses. In this series of articles, Abraham speaks about three topics at the heart of his overall business philosophy.

5 Strategies for Conveying Preeminence in the Marketplace

Reaching the top of your game isn't easy, but it's the most effective path to sales success. Here's how to get there.

What does it mean for your company to be preeminent in its field? And why should current and potential clients care?

The answers are simple, but reaching preeminence is not. Being preeminent means being better than everyone else in every way. When it comes to business, it means being the supplier or provider of choice. Preeminence strategies include creating something entirely new, mastering a niche, developing pricing

efficiencies, or outperforming similar competitors as a trusted advisor and thought leader.

Today's success in business depends, in great measure, on not only developing preeminence but in your ability to convince prospects of your preeminence in your field. To gain absolute advantage in the eyes of your target market, you must be seen as the only viable source and solution to fulfill their goal, solve their problem, or make their opportunity a reality. Becoming the superior choice among all others in the category is always your goal.

So how do you get there?

1 | Always sell leadership

People are inherently begging to be led, but only by someone that they feel has their best interests solidly at heart. The key is to demonstrate with integrity that you feel the same way about their issues and challenges as they do. Demonstrate that you truly understand and possess/offer the only solution for fixing them.

2 | Selfish vs. Selfless

Businesses make the mistake of falling in love with their product or services, and that's what becomes the emphasis of their sales pitch. Instead, they should be falling in love with their prospects, wooing them with a sincere desire to enrich, entertain, protect, and bring maximum benefits to their lives.

3 | Show, don't tell

Your prospects don't want to hear how great you are or be charmed merely by your thought leadership in your field. They want (and demand) tangible evidence of what you can do for *them*. Make sure all of your communications clearly present what you can do for them, what you've done for others, and why what you do is infinitely better (on their behalf) than what your competition does.

4 | Deliver your "mission statement"

Clients and prospects want to do business with someone/something that not only provides a product or service but are passionate about what they do. You need to convey a sense of responsibility, even a moral imperative, to deliver the best possible results for those you serve. Buyers must be left with the feeling that not working with you will be detrimental to their lives, their careers, even their happiness and well-being.

5 | Light a fire

It's one thing to convince prospects they are in need for your solutions, it's another to convince them that they need to employ you *now*! Language must be emphatic and make the powerful case for why they should not wait another second to choose your solution. ■

Land More Sales by Eliminating Your Prospect's Risk

A blueprint for building meaningful business relationships and dramatically increasing sales

If you are in the business of selling—whether its goods or services—nothing can more potently affect your sales than mastering the art and science of Risk Reversal.

Risk Reversal is making it hard for the potential or current client to say "no" by taking as many reasons/restrictions off the table as possible. Whatever you sell, to whomever you sell, there is always some perceived risk, uncertainty, or apprehension.

The key to closing the deal (and building a lasting relationship) is to find a way of removing those concerns from their plate and putting them squarely on yours. At the very least, you can strive to mitigate those risks or guarantee a minimum resulting level of outcome/satisfaction. This process and practice of reversing risk puts you way ahead of competitors who fail to do so; it gives you advantage. To illustrate this practice, I like to tell the story of the father looking to buy a pony for his daughter.

When a man took his daughter to look at ponies with the intent of purchasing one for her, they approached the seller of a beautiful palomino pony. The first seller said, "\$500. Take it or leave it."

The father moved along to the second seller, who was selling his pony for \$750, a price substantially higher than Seller No. 1. But the second man told the farmer he wanted the farmer's daughter to try out the pony for a month before the farmer had to make any purchasing decision. Beyond that, he offered to bring the pony out to the farmer's home along with a month's worth of hay to feed the pony.

He further said he'd send out his own stableman once a week to show the little

girl how to groom and care for the pony. Finally, he said, at the end of 30 days he'd drive over to the farmer's and either take back the pony and clean up the stall or ask, right then, to be paid the \$750.

Which pony do you suppose the farmer decided to purchase for his daughter?

This illuminates the enormous power of risk reversal. It worked for the sale of a pony and can and will work for most any transaction. Risk reversal takes work. To remove risk from your prospect's plate, you have to understand the perceived risks holding them back. This requires some serious due diligence and old-fashioned, hard-nosed questioning. Are they considering going to a competitor? Is price an issue? Are your products/services necessary for them to advance their goals?

I have performed this kind of risk reversal analysis with thousands of clients. (Yes, I've been doing this for a while). I give my clients "homework" designed to get them to ask these critical questions, making them do the real work necessary to win their business while laying the foundations for a long-term, mutually beneficial relationship. Two of the simplest and most effective forms of risk reversals I've found are solid guarantees and actual offers of compensation. By taking the price or performance risk off of their plate, you give them a far stronger reason to do business with you.

Mitigating your prospects' risks as a practice serves two important goals: closing more deals while simultaneously providing the satisfaction of having been a trusted supplier or advisor and having served your client well. ■



Roadmap to Greatness

Greatness isn't just something for others. It needs to be your guiding principle.

Over decades of advising business leaders, through thousands of engagements, across hundreds of industries, it has become clear to me that the great majority of businesses function at well below optimum performance levels. Sadly, mediocrity is not only tolerated but almost seems to be embraced.

But there is a path to greatness, and I have seen dramatic turnarounds in literally thousands of client businesses over the years. Leaders willing to think decidedly differently to change the way they approach business can improve their fortunes, dramatically and quickly. Through a broader "value" worldview, a genuine desire to be more to your clients, and a healthy dose of humility, you can effect a massive transformation of your business.

I believe with all my heart, though, that greatness is programmed into our DNA, and we just need to figure out a way to unlock our genetic treasure trove. So why do so many of us fall short?

Most of us don't really understand that there is a roadmap to greatness.

I've made a career of helping to map out that escape route with my clients.

This is a cooperative journey that demands my client's introspection, dedication, and a willingness to put in the work necessary to improve the way they do/see business. The first step is to take this "greatness personal inventory:"

- *Ask yourself what does great look like, especially as it relates to your life, business, clients, and goals?*
- *Develop your self-awareness confidence.* Years of disappointment and frustration can have a significant and painful blow to your self-

confidence and belief in your (and your business's) inner greatness.

- *Get a roadmap to greatness.* You can't make the journey without a start, middle, and end.
- *Stay the course!* And while that may seem simple, if you think this kind of transformation is easy, think again.

My explorations of greatness have led me to examine the role of preeminence in separating your business from the competition. I've learned preeminence begins and ends with a simple thought: your purpose in life is to serve others. While this may seem strange, even awkward, the key is to fall in love with your client or customer. It's about being passionate in your mission to serve your client better than anyone else can possibly do.

There are several common approaches, strategies and tactics that are common to the businesses that have achieved preeminence in their fields. Ask yourself these questions:

- Do you look outside your organization for new ideas, fresh approaches and innovative ways to motivate, maximize and grow/develop your people and your relationship with your clients/prospects?
- Are you recognizing and understanding completely the possibilities to grow and support the ability and effectiveness of your team?
- Are you open minded and humble enough to take breakthrough ideas and concepts from within your organization?
- Do you make everyone around you feel smarter, appreciated, or more capable?

Ironically, the more selfless you are and the more devoted to serving your customers, the more you will be rewarded financially. They will not only value you, they will also richly reward you. ■

If this advice has captured your attention, and you are serious about taking the steps necessary to multiply your revenue and broaden your customer base, please reach out to Rob Colasanti at RobColasanti@abraham.com, or call directly (727) 480-8853 to get the ball rolling.

50+ Ways To Multiply Profit Performance By Orders Of Magnitude Without Any Additional Investment Or Risk On Your Company's Part

It's easier, faster, safer, less costly, and more results-certain to grow bottom line profits than top. Plus, you can grow them disproportionately larger than your current profit levels deliver.

Jay Abraham is the world's expert in doing it, having stimulated an estimated \$30 billion of newfound, outsized profit increases for companies, **worldwide**. He sees windows of opportunity for generating asymmetrical profit returns - few of your competitors even grasp.

Jay's work has been a profit catalyst for icons such as: Icy Hot, Entrepreneur Magazine, Planet Fitness, Agoura, Bulletproof Coffee, Tony Robbins, Shark Tank's Daymond John, the late Stephen R. Covey, and Keller Williams (to name a few!). His methods frequently produce the equivalent of "preemptive disruptor" - first mover advantage to companies in ways (and at speeds) technological breakthroughs can't.

He works with clients on the basis of a one-time retainer, then he's only paid on results from the direct increased profits his methods deliver that can be clearly measured.

If you'd like to learn more and explore the potential bottom line impact Jay could make on your business, contact his VP of Strategic Partnerships: RobColasanti@abraham.com or scan the QR code to the right.

"Life is a series of mentors and Jay Abraham is absolutely the best." - Daymond John



He's the mind behind:

- The Three Ways To Grow A Business Model
- The Advanced Three Ways To Grow A Business Model
- The Power Parthenon of Geometric Growth
- The Nine Drivers of Exponential Profit Explosion
- The Rules for Relevancy
- The Strategy of Preeminence
- The Sticking Point Solution
- The Loyalty Royalty
- Access Denied
- Sunk Cost Marketing
- Power Partnering
- Revenue System Optimization
- The "Mind-Stein" Effect
- The 21 Power Principles
- The Twelve Strategy Pillars
- The Performance Enhancement Quotient

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