# **WIIFM**

In any sales situation, on the phone or face-to-face, you must engage the prospect in meaningful conversation. However, as a sales professional, you must also look at such encounters from the prospect’s point of view and understand their thought process. They are deciding whether to listen to your pitch or not. They are asking themselves, “If I give this person my time and attention, what’s in it for me?”

**WIIFM** – **What’s in it for me?** You have 10 to maybe 15 seconds to answer this question for the prospect if you hope to move your sales process forward. If you don’t, expect to get a lot of “Not interested” and “I don’t have time right now” and other such reject responses.

You need to have a short statement ready that answers this question. Don’t launch into a long list of your product’s features and benefits. FAB is “telling, not selling”. You haven’t identified the need yet or gotten their interest.

Prospects are in business to…..make money. Focus on that. Whatever your product or service has to offer, the bottom line should be that it helps the prospect put more money in their pocket at the end of the month:

“We help hundreds of businesses like yours make more money every month.”

“We help businesses like yours save hundreds of dollars every month.”

…as examples….. Follow up with something like: “I can show you how we do that in less than (X) minutes. Can you spare (X) minutes now, or should we set up a more convenient time?”

Prospects like to buy something they perceive has value, but they don’t like to be “sold”. No high pressure. Put yourself in their shoes. Offer them something to make their life easier, something that helps them solve a problem or achieve a goal. They all have the common goal of making money. Help them do that.