
A GIFT FROM THE SAN ANTONIO PROFESSIONAL COACHES



This month's technique

SITUATIONAL MARKETING

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Powerful Concept

As a professional writer and coach, I am always looking for any way possible to help people transform their desire to be of service to others into a thriving and sustainable business. I believe a powerful concept in the world of business today is **situational marketing**.

If you have *tried* to market yourself by *talking* about your business, or just *trying* to explain the benefits you offer, then you already know it's not an effective method for converting prospects into clients.

Relating to Them

Regardless of the type of business you are in, or the employer you work for, your currency with the public is ideas. You need to learn to describe what you do **in terms of situations** that people can relate to personally. *The keys to making this compelling would create the acronym **HUM**:*

Have an emotional hook

Use conversational everyday language

Make it immediately recognizable as a "real world" aspect of **THEIR** life

Market the Situation

What you are offering looks one way to the prospective client, yet has something different on the inside. It's a clever way to open people up to new ideas...like the real purpose of your business. Your approach can translate turmoil into an elegant solution (you) for mutual success. Borrow the sales prescription of:

Sell them what they want and then give them what they need.

I believe few people buy your offer solely for the sake of only having what you offer. So you need to package your goods & services into something that people **DO WANT** to buy - namely the solution to THEIR situation.

It's All Personal

I have found that once rapport is built, I can choose transformation over transactions. In other words, it's all about them instead of the sale/deal/contract. Keeping them in mind will keep you in mind (and yes, referrals come to mind).

My experience has been that no matter what the original situation was that compelled someone to hire me, buy from me, or refer me, I'm into their life in a more personal manner by consistently focusing on **THEM**. So make a clear marketing message that offers certainty in helping people in **specific situations**, and **KNOW** that it will transform into your own success.



**San Antonio Professional
Coaches Association**