

WII FM 'What's In It For Me'

By Barry D. Caponi
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What's your favorite radio station? Are you an easy listening fan, a classical music, hard rock, soft rock, or rap fan? Let me share with you my favorite. It's WII FM. It's very difficult to find for some reason, although it's playing in every market in the country. I don't care if you're in Chicago, Miami or Gun Barrel City (that's in Texas if you hadn't guessed). It plays whatever you want to hear. As a matter of fact, that's the whole point of WII FM. You see, WII FM stands for 'What's in it for me?'

Cute...but where's the tie in to sales and appointment setting? Simple. Too many of us, when writing our value proposition statements that we use in our cold calling scripts (you are using a script, I hope) concentrate on the value of what we sell from our own perspective even though we think it is from the potential customer's perspective.

I recommend that you take some time and go back to some of your current customers and ask them what *they* think is the overall value they derived from doing business with you. Notice that I didn't say what value they thought your *product* or *service* brought to them. By asking a much broader question, you might get a totally different answer regarding why they do business with you.

Once you get a consistent answer that you'd like to talk suspects about, build that into the purpose for the call portion of your script, but do it in following way. Don't just tell them you'd like to meet with them to tell them about the great benefit you can deliver to them. Tell them that you'd like to share with them what your customers are telling you about the impact on their business they believe you delivered. If you can make it quantifiable it's even more powerful. i.e. – they told us we helped them increase their sales by 15% or more because they doubled the number of initial meetings with suspects their sales teams were setting after attending our appointment making workshop (mine, by the way).

It is a subtle difference, but it gives you third party credibility (your customers) and it piques their curiosity a bit, particularly if it is something about what one of their competitors, customers, or suppliers is doing (and curiosity killed the cat, right?). Otherwise, you're just another peddler who is paid to say good things about your product or service. You believe everything sales people tell you about their products, right?

No? Then give yourself an edge and let your customers say it for you.

