

HEAD 1st SALES

MINDSET · ACTION · RESULTS

“At last, a motivational business speaker who can **actually motivate.**”

David Peavy Retired Air Force Capt.

The 5-Reason Document

WHAT IS IT?

It is an effective weapon in your marketing arsenal. The “5” Doc serves as an easy to read and easy to understand tool to help differentiate you from your competition. It manages to do this in three ways:

1. The fact that you **took the time** to write it will help you focus on your strengths so you can begin playing to your strengths.
2. The fact that you **made the effort** to document it is a clear indication to your clients that you think things through.
3. Through **graphic representation** your clients can see how you fit into the travel-planning sequence. You are seen as the logical go-to resource.

It is not intended to serve as a brochure or your “1-Sheet.” It also does not have to be limited to five attributes. I recommend the number five since that is enough information to favorably position you in the eyes of your prospects.

WHY DO YOU NEED ONE?

1. Nothing is more prevalent today than lip-service when it comes to trying to convince a prospect to become a customer.
2. People are finding it difficult to trust people today.
3. The truth is that the written word is more quickly believed than the spoken word.
4. A written document gives credence to its content.
5. Your competition does not have one. They have never even thought of it and if

they did they would probably be too lazy or too busy to produce one.

HOW DO YOU WRITE IT?

Begin by allowing your ideas to flow freely. Don't judge and don't edit. Ask yourself what is it you do and what are you exceptionally good at. Once you have a list, check to see what pops off the page and clearly is a benefit to others. Then, try to edit these thoughts to a series sentences. Finish by expanding the thought in two or three more sentences at the most.

Example:

REALISTIC: You will be hiring someone who understands today's competitive business challenges. Mike shares only what works while avoiding old-school insulting sales practices and outdated philosophies. He continues to be a student of the game and focuses ALL his efforts on tactics and strategies that work.

HOW DO YOU USE IT?

It can be inserted into every promotional package you send. It can also be used as a stand-alone sales piece when introducing yourself to new potential clients. In this case it is better to be enclosed with a sincere introductory letter. It should accompany every “1-Sheet.” You can also include it in a link in your email signature file. In this case it will be sent in digital format.

Think back to

Message: Continue to gain experience by making keep your eye on the ball.



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