

FAB Benefit Busting Training

The Most Powerful

Secret In Selling

Ready for a breakthrough?

Imagine trying to sell your goods in a foreign land where nobody understands what you are saying.

No matter what you say the people just do not understand. Unless you find a solution you will starve.

Luckily a good Samaritan comes along and teaches you the local language.

Armed with your new speaking skills people suddenly understand you. They are excited and motivated to buy from you. You become rich and wealthy and life becomes good again.

How Does This Analogy Apply To Selling Architecture?

When it comes to selling services there are two languages

1. Client language
2. Architect language.

All architects think they speak 'client' yet only a very few *really* do.

Those who do win deals they should never have won, they get to work on projects they love and have people flock to them even if they are not the best qualified for the job.

99% of architects don't even know they can't speak CLIENT language.

The problem is, as architects you know too much. The poor client is still trying to understand what 'concept drawings' are.

STOP

Most architect talk is based on what we call FEATURES. You assume clients understand the value of 3D models, concept drawings and CAD (or BIM).

Here's a secret, we do not, at least not without translation.

My Confession

I have been marketing with architects for three years solid ...and I don't really understand what you do.

Architecture is overly complex and confusing and there is too much detail.

It took me three months to learn to spell the word 'architecture'.

This means we (the potential clients) get confused and scared. Of course we won't say anything – we don't want to look dumb. Most prospects are like little children.

My Wife's Buying Criteria Exposed

My wife, Julia wants a new Toyota Highlander 4WD. Julia gives her requirements to Andy, a friend who knows a lot about cars. Here are the features she wants...

- 4 wheel drive
- Less than 3 years old
- Under \$40,000
- 7 seats

Andy finds a car that meets ALL the feature requirements. In fact what Andy found was BETTER than Julia wanted.

Please read the next line carefully.

'People buy on emotion ...and justify with logic'

Julia looks at the perfect match and says '*no – the car is maroon*'.
Maroon does not make her feel good.

You think hiring an architect is much different? It is not.

When trying to win a project here is ***architect language***.

- 25 years experience
- XYZ qualifications in BIM ZIM and WIM
- 15 projects similar to yours
- Concept drawings, working drawings, construction documentation

Here is what the ***client is thinking***

- *He/she seems very serious ...might get angry with me if I don't understand what I am doing*
- *I don't like his shirt - not very stylish for a designer.*
- *I bet she is expensive, look at her leather bag. I wonder what she charges per hour.*

When I explained first this concept to the architects who joined us in Las Vegas at the live Petrie Method training recently they were skeptical.

However within half an hour they were converted into fluent speakers of client language.

They could feel the power of speaking in a client aligned way. Suddenly talking more persuasively than ever before. And they loved it.

Logical speaking has its place ...but we put it in the BACK seat where it belongs.

In the FRONT seat is the same language used by the most powerful influencers through out history like JFK, Winston Churchill, Adolf Hitler, Martin Luther King and Muhammad Ali.

Their language moves nations and inspires people to great things. And it is so simple when you know.

Its simple when you know their secret.

Want to learn the FAB secret?

Say after me...

**'People buy on emotion
...and justify with logic'**

Lets break this down into three parts known as **FAB**

F stands for FEATURES and a feature is what a this *IS*

A stands for ADVANTAGES and this is what a feature *DOES*

B stands for BENEFITS, this is how your feature **can potentially change someone's life.**

Features are logic.

Benefits are emotional.

Here it is again:

1. Feature -> Logical (Architect speak) -> What a service IS
2. Advantage -> What your service DOES
3. Benefit -> Emotional (Client speak) -> How your service emotionally IMPACTS your client's life (often expressed using emotional stories)

So far so good.

Here's a very basic example...

1. **Feature:** This car has an airbag safety system
2. **Advantage:** Which means in the event of a severe accident the system will automatically deploy a cushioning system for the occupant
3. **Benefit:** This airbag will... SAVE YOUR LIFE!

Did you get that?

Which statement is the 'money shot' ...air bag ...or save your LIFE?

Lets bring this back to an architecture example...

You might hit the client with a

1. **Feature:** We use 'BIM' a process that begins with creating intelligent 3D design.

Client *"Yaaaaaaawn – sorry about that, I suddenly felt sleepy!"*

2. **Advantage:** This helps you make more informed decisions earlier

Client *"Interesting – had a late night last night"*

3. **Benefits:** BIM project turn project sponsors, like you, into heroes. My last client got promoted because his BIM run project turned out so well.

Client *'What? Promotion... How?'*

Winston Churchill did not say...

'We will use 30,000 soldiers, 1,000 aircraft and 123 ships out to fight the Germans until we win or lose – at that point we will reassess the situation'

Instead he said...

'We shall fight them on the beaches, we shall fight them on the landing grounds, we shall fight them in the air ...and in a thousand years from now they will look back and say... this was their finest hour'

Repeat one more time...

**'People buy on emotion
...and justify with logic'**

According to Business Week magazine, selling on benefit driven emotional stories increases product survival rate by **300%**.

Of 901 new products and services studied over a 5-year period, the survival rate for feature driven marketing was only a 13%. But survival rates with products that were marketed with **specific emotional benefits** was 38%.

It won't hurt to say this one more time...

**'People buy on emotion
...and justify with logic'**

Kevin Roberts the global head of Saatchi and Saatchi advertising agency said

'The whole of advertising has got it wrong... they are asking 'What do you want?' instead of asking 'How do you want to feel?'

One final example before we get to the video training.

Architect A walks into a potential client and outlines his training, his experience and his work examples hoping to win the job. The meeting finishes after 60 minutes. Architect A is the best person for the job.

Architect B walks in, looks the wife in the eye... *'Have you ever walked into a home and had your heart go 'WOW this place is amazing, I love the feel of this place, I wish I could live in a place like this?'* ... He pauses for an answer. The wife smiles and says 'yes', everyone can see the emotion transforming her face.

The architect looks her in the eye again and says *'I want to design a house for you that makes you feel that way, everyday ...for the rest of your life.'*

The battle between the architects was over after 9 seconds flat because architect B understood **the difference between a FEATURE and a BENEFIT.**