



Think Position!

Have you ever considered how powerful your words can be? Words create action. They also might create reaction. That can be good or bad. When you are delivering news, whether it is good or bad, consider how best to position your statement. It will determine the outcome – hopefully the right outcome. Recently while volunteering at a concert I was asked to work the lawn section (farthest from the stage.) Concert goers who had already paid to sit on the lawn had the option to rent a chair for an extra \$5.00. I was given the task of renting the chairs.



The venue was not sold out. There were 1,500 unsold tickets. Management asked us to offer free tickets in the covered seat section to those willing to rent the chairs.

Sounds simple, right? Wrong! No one knew how to position or explain this offer when people came to rent a chair. We told the patrons that we had a deal for them. That was all it took to cause customer panic. Once confusion set in, customers turned on the ignore button; they didn't trust us. We could have been giving away \$100 bills and they would have refused! Volunteers had to go into a long diatribe that confused the once willing customer. Finally, we positioned our offer to cause the right reaction. We offered a free upgrade closer to the stage rather than the \$5.00 lawn chair. Everything changed.

Have you ever offered your customers incredible incentives to buy only to find indecision or worse - they resort back to old ways? Consider your message. Is it positioned in a way that is clear and concise?

Remember, position your words wisely – they can and sometimes will be used against you.

The next tip — Who is your toughest competitor?

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