

## How Prophets Grow Your Business

By Mark Grace

Why creating a solid 'Leave Behind' message inspires others to promote your story

**Y**our product is beautiful. It exceeds all expectations. Your service gets rave reviews. So, if you get out there, hustle and sell, show your potential customers what you are all about, they should buy from you, right? That's the way they did it in the movie "Glengary Glenn Ross."

But customers have seen and heard it all before. To them, it all sounds the same: "We print. We manage your documents. We have speed, low cost, high quality..." Your customers used to buy from you on the spot. You had a good personality. The relationship was good.

But the sales process has changed. We live in a connected and collaborative world. Nobody is going to buy from you until they talk to someone else about you, your product and how you do business.

Is your message worth taking to their network for their opinion and experience? After all, their network decides on whether to buy or not. Their network can double or triple your sales.

Your potential customers must involve others in the buying decision process. They must "repeat"

your most important message, so it better be worth repeating. That's why you must make your message simple and concise enough to repeat under the stress of their boss "pushing" them with questions. Give them an easy to use summary of the "hard copy" so that they can pull out your message on a moment's notice.

We call this summarized hard copy the "Leave Behind." Your customers must be able to give your Leave Behind message to others in their network – those who can pass it on with the same clarity. These connections become your prophets. You want them armed with the right tools and selling for you.

Building these prophets means your customers are your trainers. With a solid Leave Behind, they can repeat your message exactly, which will lead to the actions you want.

The one page Leave Behind has four points everyone must repeat:

1. Describe the essence of who you are
2. Highlight strategic trends your product or service positively impacts
3. Picture how your customers will be "after"

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they use your product  
(or describe a “day in the life”  
using your product)

4. State how they can pay you and work with you

The Leave Behind tells your entire story and how the customer can participate

four quadrants, such as Figure 1, and answer the four questions. You can use PowerPoint to insert four powerpoints into one slide. Or you can use your business card backside.

Remember, your Leave Behind is meant for your customers to repeat it precisely, so this is not an elevator pitch, which is not easily repeated a few minutes later. Speeches suffer from the “telephone game” and are

turned in to garbled messages. Nor is this a multi-page brochure, PowerPoint or some other collateral material. It is one page to be folded into a pocket or put onto a notepad (or easily sent via social media or emailed electronically).

As you end a customer meeting, hand them several copies of your Leave Behind and ask them to share it with their colleagues. Do not leave anything else. Ask

**Preparing Your Memorable Leave Behind**

<p><b>Who You Are?</b></p> <p>Be Clear Be Unique Be <b>Relevant</b> Be Experienced</p>	<p><b>What Strategic Trends You Impact?</b></p> <p>Get in Top 10 Strategy Items We <b>Fit</b> in Your Picture Have a <b>Dialogue</b> Where to Focus</p>
<p><b>Value - Before/ After? Day in the Life</b></p> <p><b>Intuitive</b> Impact They Can See, Feel or Live It They Can Describe It</p>	<p><b>How We Do Business?</b></p> <p>More Than Next Steps I Do What &amp; You Pay Me How? How Do We <b>Integrate</b>? Who is in <b>Control</b>?</p>

(Figure 1)



with you. If one of the four points is missing from your message, it’s more difficult for customers to follow you and do business with you. The Leave Behind directs your conversation and ensures all important decision inputs are considered and checked off, and led to a quick close.

To construct your physical one page Leave Behind, separate a page into

them to raise and address any issues or questions related to the four points you laid out. The Leave Behind will raise any issues they have, which you can then address and change to meet their needs. Your customers will improve your Leave Behind by the questions they ask and their insightful suggestions.

Leave Behind summaries engage customers, drive the buy decision forward to better closings and help double sales. ■



Mark Grace founded *Beyondvia.com*, where his visionary leadership helped transform industries such as oil and gas, utilities, industrial products and consumables to dramatically grow profits using the Better Way and the five approaches: Better Progression, Better Closing, Better Communication, Better Decision Making and Better On-line Operations. You can reach Grace by calling 656-595-6760 or emailing him at [markgrace@beyondvia.com](mailto:markgrace@beyondvia.com).