

The Power of Syntax in Selling!

By Joe Heller, High Performance Sales Coach

...and, A Miracle Happens! That was the 'punch-line' in an old cartoon where a group of scientists are standing in a room working on a complex formula that cures the common cold. On the blackboard where the equation was written, a cloud was drawn in the center (Step 1) that effectively separated the beginning assumptions from the solution (Step 3). At his point in the cartoon, one scientist turns to the group of scientists and with his hand on his chin says... I think we need to work more on Step 2 as he ponders the miracle.

The "miracle" is a metaphor that I use during my presentations worldwide for the awkward division that exists between marketing and sales. Everyone I speak to is always in complete agreement the miracle that occurs is PROSPECTING. The crevasse that separates Marketing and Sales is without bounds. If "Sales" is the Life Blood of Business, "Prospecting" is the Life Blood Of Sales / Business Development.

It's critically important that you understand that 98% of the world expects a miracle to happen somewhere between sales and marketing. There are countless prayers by CEO's and Managing Partners to the great revenue god. These leaders expect business revenues to grow on the virtue of a miracle. However, what they fail to realize that the world of business development operates in syntax, whereby the miracle elude them more often than not.

Syntax can be best explained by asking someone to spell the word "cat". They'll respond C-A-T. These three letters convey a very specific meaning. Now, what would happen if you asked them to spell "cat" and they didn't know how to spell? They might respond C-[A MIRACLE HAPPENED]-T? In developing business, many professionals understand the "C" which represents MARKETING and the "T" which represents SALES. The "A" represents PROSPECTING or as it's better known by many, a miracle.

The dynamics of syntax change how you achieve the specific result. Without "A" there is NO "cat" so we might conclude that without "Prospecting" there is no syntax for revenue growth. If there is no bridge built between C and T what happens? The same thing that happens when there is no a bridge between marketing and sales, you fail to achieve an intended result. In essence, you failed your spelling test. Syntax is the foundation for creating something "duplicate-able" so it can be effectively taught and benchmarked throughout an organization. Now, you've learned to spell.

After all, there is only one-way to spell "cat" and it's C-A-T not A-C-T or T-A-C. Not only must you know that syntax exists, you must know the proper sequence of the syntax in order for it to be effective (i.e. MARKETING-PROSPECTING-SALES). You cannot create SALES before you PROSPECT. Stop relying on miracles in your business development efforts. I am often amused when someone says; "if they paid me more, I'd work harder." What's wrong with the syntax in this statement? The proper syntax is "the harder/smarter I work, the more I earn."

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The same thing goes in how you communicate your organizations 'value' message to your market. How are you taking it to market? Remember, there is only one right order of sequencing syntax. However, depending on your desired outcome, the syntax you use needs to be appropriate for the result.

As a leader in creating "miracles" for our clients, we are often asked what is the missing syntax in their marketing formula to quantify and drive results for their organization. Step 2 "knowledge set" is applied daily on our client's blackboards. I fill in the blank by helping our clients execute strategies that impact top-line and bottom-line revenues, lessening their vulnerability in the market.

Understanding the Law of Syntax clears up a lot of mysteries, and gives you a structure for creating a system to provide the right solution for your market again, and again.

Note: Here is my 3M Formula. Each level of the formula has a specific syntax that can be interwoven within each step to build a highly effective system that works time and time again.

- 1) Market - What "use value" is your market listening for?
- 2) Media - Is the mechanism for transmitting your message effective?
- 3) Message - Is your message crafted for the syntax of your markets "listening ear"?

It's not unusual for someone to craft a great message (marketing), then fail to deliver it properly via the right media (prospecting) that's appropriate for the market. The media is important because it allows you message to be positioned in front of your audience so that it captures their attention to win new clients (sales). Many people get confused as to how to measure the importance of each of these areas, and fail to get the desired responses in each of the 3 M's.

In summary, understanding syntax is imperative in effectively executing the 3M's for an organization to achieve their revenue goals. Once syntax is understood, you can easily bridge the mysterious gap that lies between assumption and solution, that magical place where "A Miracle Happens."

In summary, once you "crack the code" syntax provides the solution to enhance the four fundamental business needs.

- 1) Improved PROFITABILITY & Revenue
- 2) Increased EFFICIENCIES
- 3) Enhanced IMAGE & Market Visibility
 - Top Of Mind Advantage (TOMA)
- 4) Reduced VULNERABILITY from Competition

Remember, we all do certain things; it's the people who understand that we must do certain things in certain ways that truly attain success. For more information on syntax and the recipe to create miracles, contact...

One final note; in order to become a successful in selling you must become an avid student of what works in selling. I developed the Revenue Warrior Selling System (TM) to give you a competitive advantage and succeed against your most challenging competition. You can find the Revenue Warrior Selling System (TM) on my site <http://www.JoeHeller.com>. Go there right now and click on the Revenue Warrior Selling System (TM) to learn more. It's a great resource from my personal library for yours.

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