

How to Speak Your Clients' Language So They Can't Wait to Work with You!

What potential clients want to know, more than anything, is that you understand them and their challenges, and that you have a solution for them. So it's vital that you connect your service with a challenge or problem your choice client is facing. And then paint a vivid picture of what's possible for them.

Features Versus Benefits

When communicating with clients and potential clients, you must speak in terms of benefits, not features. In other words, you want to let them know exactly how their lives will be enhanced, improved, and enriched by working with you.

Too often we talk about features, assuming that our listener knows how to translate that into a benefit. When you make that assumption it means you're expecting potential clients to do the work of figuring it out. Unfortunately, most of them won't – they'll just go look for another practitioner who spells it out for them.

~ Tip ~

Examples of features include:
"We're open Monday through Friday."
"I'm trained in Reiki and Swedish massage."
"Sessions are done via telephone."

Translating Features into Benefits

Translating features into benefits enables the client to see how it solves their problem or challenge.

Here are some examples:

Feature: A private VIP Income Attraction Virtual Intensive.

Benefit: This customized, private virtual intensive gives you focused, personal mentoring, step-by-step formulas, templates and checklists so you know exactly how to boost sales of your programs, products or services.

Feature (for a nutrition coach): The program includes recipes and menus.

Benefit: Save yourself the time, hassle and expense of figuring out what to eat (and avoid giving in to the temptation of that Snickers bar!) with a month's worth of delicious, healthful, done-for-you menus and recipes.

Your Assignment

Step 1

Review your printed materials and website. Look for any features that you mention and select the 5 that are most important to your clients.

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2

Ask yourself, "What does this feature allow my client to do, to be, or to have?" Translate these features into your top 5 benefits. [HINT: Start with the feature and then finish with "so that. . ."]

1. _____
2. _____
3. _____
4. _____
5. _____