

Answering "should haves"

A KEY WAY TO BUILD TRUST WITH PROSPECTS

One way to quickly build trust on your website and in other marketing content is to create and communicate "should asks" -- questions that prospects SHOULD, but might not, think of asking before they hire or buy from you. I can tell you that I, personally, will click the BUY button in a heartbeat fast if all of my questions are answered, if my fears are allayed, and if my objections are overcome.

Use the following set of questions to guide you as you develop your list of "should haves" that you can answer on your website and in other marketing content.

- The last few times we've unintentionally disappointed customers, what went wrong? (And can you create content that heads off disappointment?)
- Why are people NOT buying? What are their objections? (And can you create content that addresses and overcomes those objections?)
- In what situations have customers been shocked, or taken aback? (And, you guessed it, can you create content that better sets expectations?)
- What questions do prospects and customers ask you over and over again? (Can you create content to answer those questions BEFORE people ask?)

BOTTOM LINE?

Anticipate prospects' questions, concerns, and objections BEFORE those deal-breakers appear in their minds. As prospects read, they'll be nodding along, appreciating your thoroughness, which may ultimately lead to the result you're after: another YES!