

DON'T BE LAME WHEN YOU CONNECT WITH SOMEONE

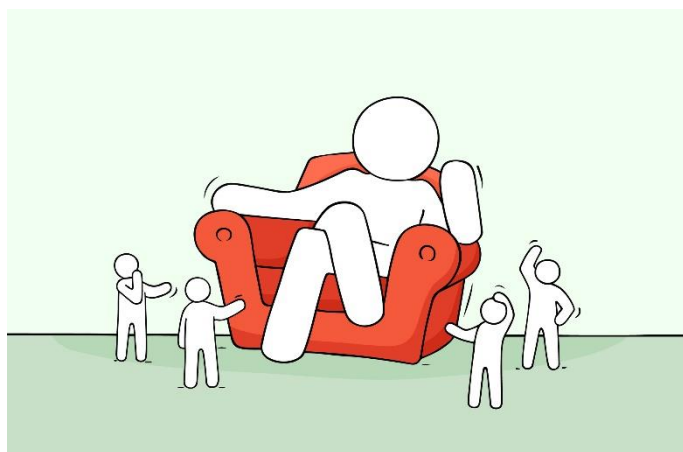
When you connect with someone on LinkedIn or Facebook, please don't say: "Let me know if you ever need _____ help." (you fill in your specialty).

If you are a web designer, don't offer to help them "if" they ever need those services. That's just pathetic. The phrase "Let me know if you ever need a ..." appears a lot in my inbox and certainly yours, too. It's probably one of the worst offers of your services, and likely the eight most stupid words in the sales effort. **This phrase is the death of any legitimate opportunity you could have generated with whoever you connected!**

In reality, we should take a step (or two) back and think: Have we used these words? Have we used similar words? And if so, have we failed to seize the moment? "Let me know if you ever need a ..." is really lame.

Let's take five and think about what you are saying... so you understand what it is you are really saying:

First, consider this... It's written by someone hoping to provide a service. If they're a website builder, they'd like to make a website for you. Restoration Contractors want disaster clean-up jobs, so they often say, "call us if you ever need your house dried out after a flood." A Mold Abatement company might say "let me know if you ever need someone to test or remediate mold from your home."



Second, when you say things like the above, it demonstrates how arrogant you really are! You are simply being snobbish, instead of truly selling yourself and your services. In fact, you are shifting the burden onto them (to reach out to you) to make the sale – as if you expect the customer to evaluate your offer and then call you to do a job. Reality is they will NEVER call you because of your lame "offer."



It's fairly obvious that we tend to do (or say) this alleged "soft sell" so we don't seem too pushy or high pressure. Even more so, we don't want to appear needy or scared and sound too self-promotional. That logic is certainly normal, because being needy, or being too pushy are both bad. **Read on to learn what is missing.**



Today, almost everyone is turned off by people who appear needy! But their approach misses something very critical. **"Let me know if you ever need a ... " doesn't propose any real value.** People will wonder if you are qualified or have special skills to assist them with their flooded house. They may be skeptical of your true intentions and even your legitimate qualifications to handle a mold abatement or any other service you offer. These people don't know if you are legit because the person (and their very lame offer), shifted the entire sales burden onto the customer or prospect. **They give**

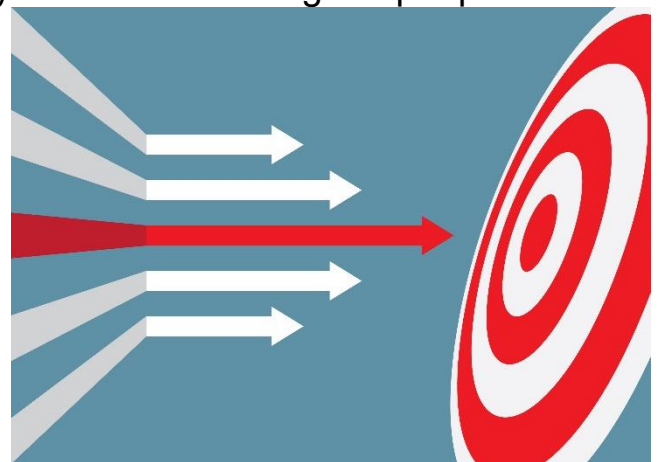
almost no knowledge. They give me nothing to be excited about. They showed me no opportunity.

Today, the world has almost unlimited options available to the customer. We don't live in times of scarcity. There are close to 100,000 "restoration" contractors in the US. In the case of water damage cleanup companies, many areas of the country have hundreds of these contractors all fighting for the same jobs. With so many choices, your offer of "if you ever need..." is falling on deaf ears. Almost always, their question is: Who is the best at...?

So, if you want to generate opportunity for yourself, answer that question convincingly. Specifically: WHY they should call you! HOW can you help them?

I've coached hundreds of salespeople over the years and still find good people that hide behind themselves. They don't "sell themselves" usually out of fear that they will seem pushy or obnoxious or high pressure. The fact is you only seem this way when you fail to address the How and the Why of choosing you.

Simply put, your lame offer is all about you! In today's selling world, you must MAKE IT ABOUT THEM.



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