

## **Introduction script for products**

Sometimes it may be easier to promote a specific product. This can be particularly effective if you are dealing with existing clients. They know what you do already, but they can be inspired by a new product that you are introducing. Or they may just need to be reminded of some of the other products that you produce.

This type of approach is also effective when you are working in a commodity market and you have something a little different that makes you stand out from the competition. Many printing companies introduce themselves rather than their product. In these instances, buyers find it hard to tell different companies apart, so they end up buying purely on price. A product-based approach is much more likely to raise their interest.

This script is based on a commonly used sales letter approach called the before-after-bridge. It starts by raising a problem that buyers will typically face (the before). Then it immediately switches to how things could look in a better world (the after). Finally, it bridges between the two by introducing your product.

After this section I have included a set of bullet points that highlight some of the other benefits of the product. Note that all these start by highlighting a problem that is then solved by a feature of the product.

You could also promote a product by using the results and case study script that I demonstrated in the previous Introduction script for services. However, it can be quite hard to show actual results from products, so this script is usually easier to create.

I have used a social distancing package as an example in this script, but it can easily be adapted to cover any product.

### **How will you maintain social distancing at your premises?**

*Dear FNAME*

*Shops are re-opening on 15th June*

*But before you are allowed to re-open you must show that you are enforcing correct social distancing. How are you going to manage this at your premises?*

*Imagine having access to all the right signage and health and safety equipment that you need. How would you feel if it was all supplied and fitted for you.*

*Introducing the retail social distancing kit from ZYX Print*

*We supply everything that you need to make a single shop ready for the new social distancing rules.*

*There's a whole range of reasons this is a great choice if you are re-opening your shop:*

- All the items you need in a single package*
- All the health and safety wording and graphics correctly created with no need for your input*
- All artwork can include your shop name and logo*
- Everything easily removable: no permanent changes to your premises*
- Full range of replacement/additional items if you need them*

### **Here's what you receive with our social distancing kit**

- 6 x social distancing floor graphics (size XXmm x XXmm)
- 2 x social distancing banners (size XXmm x XXmm)
- One open for business window cling (size XXmm x XXmm)
- 3 x counter top sneeze guards (size XXmm x XXmm)
- 1 x hand sanitiser station (size XXmm x XXmm)
- 1 x store entrance roller banner (size XXmm x XXmm)

All artwork is created for you and your shop name and logo can be added

Our kit can be adapted to your particular requirements. We also stock a wide range of other essential health and safety and social distancing items, including:

- PPE visors
- PPE disposable masks
- Safety bins
- Washroom signage
- Store signage

### **Take action now!**

Right now we early bird order special offer: order before [DATE] and receive 500 A5 flyers worth £?? T no extra cost. You can use these for extra safety information or to advertise your re-opening. Contact me on CONTACT DETAILS to discuss your needs.

Kind regards  
MYNAME

PS Do you need help fitting out your store?

Remember we offer a full fitting service. Our team are experienced in working with all sorts of locations and we can advise on exactly what your premises needs

### **Notes:**

There are two important elements at the end of this script. Firstly, I have added urgency to encourage buyers to respond quickly. This is done through the free flyer offer: note that I have added a specific value to this as well as an end date.

I have also added an upsell for fitting services as a PS at the end of the letter. This also avoids a potential objection that the customer doesn't know how to install products.

For smaller items, it is always powerful to include a sample with your sales letter. You could even print the sales letter on the sample. If you are sending an e-mail, send pictures of the product. The 'take action now' element can then be adapted to suggesting recipients ask for a sample. This is a powerful way to start a dialogue with interested prospects.

### **What channels to use:**

As with the introductory services script, you will achieve the best engagement if you send this as a physical letter rather than by e-mail. The script still works as an e-mail: it is just that direct mail is more likely to be noticed because it is unusual. As with the previous script, you need to adapt this for it to work as a call: you can hear the changes I make on the accompanying audio.

### **After you send this message:**

Make sure you follow up the letter with a call. You should use the Chasing Up The Sales Letter script for this. If you send this by e-mail through a provider such as Mailchimp, you can check who has clicked through on the mail and use this information to tailor your call and prioritise whom to approach first.

# Done For You Sales Scripts:

**What to say on the phone and what to write in e-mails, letters and on social media**

“I’ve no idea how to handle a conversation like this!”

“I’d love to send a sales letter to prospects but I just don’t know what to say”

There’s a simple secret to successful sales call and letters

Many people think that creating the right wording is horribly complicated. But it doesn’t have to be this way. The best sales calls and letters are based on simple formulas that can be adapted time and time again to different situations.

If you found this script useful you will find plenty more in “Done For You Sales Scripts”. It covers exactly what to say to prospects and customers in a whole range of situations. It includes phone calls, e-mails, sales letters and social media.

The premium version also contains MP3s where I talk through how I approach these scripts in conversations as well as a book of bonus sales strategies

It is available from

<https://profitableprintrelationships.com/online-training-resources/done-for-you-sales-scripts/>

The book has a 30-day money back guarantee

**There’s a special 20% reduction in price for Where The Trade Buys Rockstars. This applies to all premium and platinum versions purchased before Friday 12th June. Simply enter the code WTT20 at checkout.**