



# How to double, treble or quadruple the sales opportunities for your business with little or no cost...

Most business owners are frustrated by a shortage of high-value sales opportunities. As a result they don't enjoy the peace-of-mind and confidence that extra sales revenues, profits, and capital value can bring them.

The thing is most businesses don't know what to do to double, treble or even quadruple their sales opportunities.

Here you'll find one business breakthrough you can start implementing today. When you do you'll be on the road to doubling, trebling or maybe even quadrupling the number of sales opportunities you get for your business.

## In a nutshell

Strengthen your offer. If your prospective customers doubt your product, your service or your firm, they will not enquire...they will



not buy.

This is a good thing for your business! It's good because the same 'doubting Thomas' approach applies to your competition too.

## Here's a simple solution...

Answer the following question brilliantly and blatantly...

***Why should a potential customer believe you deliver on the promise you make for your product more than your competition do?***

The more proof, the more evidence, the more reasons-to-believe you provide...the more enquiries you'll get and the more sales you'll get.

Here's a way to win...

Build proof and you reduce doubt. When you invest 20/30 minutes a week improving your four sources of proof you'll out-play all your competitors. Chances are you'll increase your volume of sales enquiries.

## Consider this...

Two men are abandoned in the African Plains. The men catch sight of a lion as he stalks his way out of the undergrowth towards them, licking his lips. One man sits down and quickly changes his shoes. The other asks "Why are you putting running shoes on? You'll never outrun a lion." He replies, "I don't have to, I just have to outrun you."

If your competition has built more proof, more evidence and more verification about the usefulness and value of their product or service, you'll lose (there's a lion after you).

However if you make more use of the four sources of proof YOU'LL win the race for more sales opportunities.

Are you in any doubt about the sales impact of 4-star and 5-star recommendations on Amazon? And how much more certain do you feel when there's 266 4 and 5-star recommendations? Proof and lots of it helps you radically improve the number of sales opportunities you achieve. Just like it does at Amazon.

## Doubting Thomas OR Trusted Friend?

In a perfect world there'd be no reason to disbelieve your claims about your products and services. All products and services would do what they claim to do. Honesty would rule and customers would trust everyone.

But customers don't trust everyone. Instead buyers lean towards distrusting all marketing claims.

Therefore, you must prove you're worth trusting, prove you're worth buying from (more than your competition).

## Here's four forms of evidence you look for...

Let's assume you've got a new, fresh, cold potential buyer considering your product or service.

Perhaps a Google searcher finds your website OR a prospective buyer has wandered into your store or onto your exhibition stand.

Perhaps they're considering calling you OR they have opened your direct mail letter OR have found your advert and you want them to read more.

You have seconds to impress, and a lot of ground to cover if you're going to get them to respond.

Time to put your four forms of evidence to work:

1. Statistical Proof
2. Testimonial Proof
3. Case Study Story Proof
4. Guarantee Proof

Share more proof and better proof than your competition and you'll stand a good chance of doubling your sales leads.

TIME TO DISAGREE: "You talk about proof, why should I believe in this 'proof' concept?" Let me explain in more detail...

### 1. Statistical proof you can believe in...

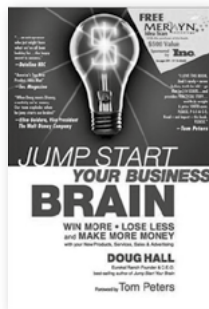
How would you grade the quality and quantity of proof you have about your business, your products and your services? High, medium or low?

In Doug Hall's book "Jump Start Your



Business Brain" you'll find hard-nosed research statistics on the power of proof.

A study of 26,000+ new products and services over 27+ years analysed the value of proof, of 'reason-to-believe'.



The research suggests:

	Probability of Success
High Reason to Believe	43%
Medium Reason to Believe	29%
Low Reason to Believe	18%

As you can see if you and your product have low proof and you go up against a competitor with high proof you'll lose.

### 2. Testimonial proof you can believe in...

When buying from Amazon chances are you'll check out what the recommended comments are to help determine whether you buy or not.

When you see a poster advertising a new movie what do you almost always see? Star ratings from magazine reviews supported by testimonial quotes from the review.

Open a direct mail sales letter and you'll be bombarded with sample testimonials. You

too can use testimonials to help reduce doubt and increase enquiries for your product or service.

### 3. Case study proof you can believe in...

You'll be familiar with the way charities focus on a specific story about a specific named child or individual. Charities use such a personal case study story because it works better than any other fund raising strategy.

You too can share specific stories about specific successes to demonstrate you're worth trusting too. You'll get more enquiries when you share your case study stories.

### 4. Guarantee proof you can believe in...

"Hot fresh pizza in 30 minutes or it's free"

Domino's Pizza was a stuttering business until they introduced this guarantee to their offer in 1973. They now have over 600 outlets in the UK alone.

Marks & Spencer is a trusted brand because of their willingness to exchange goods, no questions asked.

Can you see how a guarantee (risk reversal) can reduce doubt and increase trust? It can do the same for your business.



## COMPETITORS AREN'T FOCUSED ON PROOF:

**“I don't see my competitors obsessing about proof the way you suggest, so why should I?”**

The issue isn't whether your competitors have or have not got proof. The issue is do you have more proof than them, better proof than them?

Buyers do not make a decision about your product in a vacuum. Buyers are comparing your offer to other offers. You make your offer much stronger by having a preponderance of proof.

Which one do you want to be – the one with the most proof or least proof? You know who'll win...

## WE ALREADY HAVE PROOF:

**“We already use proof and it doesn't seem to make any difference”**



Yes many businesses already use testimonials. A few use case studies, guarantees and statistics too.

But please forgive the repetition here - The issue isn't whether you have or have not got proof. The issue is - do you have more proof than your competition?

In short:

Do you have enough high-quality proof?

For example: Do you have a 'New York, New York' testimonial or case study? Let me explain.

You remember the Frank Sinatra song lyric:

“If you can make it there, you'll make it anywhere...”

## Use the Business Bitesize Support Tools And Resources

to help you make the most of this edition of Business Bitesize – go here: [www.businessbitesize.com/pentlands](http://www.businessbitesize.com/pentlands)

**Your feedback is important to us.** We'd love to know what you think of this edition of Business Bitesize and how you use it or plan to use it. Also we'd welcome your suggestions for future editions of Business Bitesize. To give us your thoughts please use the simple feedback form here: [www.businessbitesize.com/pentlands](http://www.businessbitesize.com/pentlands)

Share your 'New York, New York' proof and people will then see you can "...make it there" and reduce their doubt about using you and increase enquiries and sales.

Who's the customer or critic or industry expert recognised by your buyers as the most demanding, sophisticated, expert or substantial user of your service? Can you get their positive comment or case study experience to share with other buyers?

## NOBODY WANTS TO GIVE ME ANY PROOF:

**“I can't find any worthy case studies and can't get any statistics or testimonial quotes about our services.”**

If you CAN say 'hand-on-your-heart' your product is one of the best then a little creativity can help you get more proof.

- Call or visit some of your 'raving fan' customers and interview them about their experience of your product
- Use Facebook, LinkedIn or other social media sites to nurture comments about your services
- Use a survey (email, phone, LinkedIn) to solicit comments and find raving fans who will talk about you positively

No marketing can give you sustainable success if your product is inferior to your direct competition. Invest time/energy improving your product/service before you go hunting for proof.

## YOU'VE JUST STARTED UP:

**“I've only just started my business and I have no proof”**

You must do everything you can to get some proof.

Proof is even more important in a start up situation.

You're up against established suppliers. Buyers have greater doubt about start-ups, they trust them less, so proof is even more important. If you're truly confident in your new product then an outrageous guarantee can kick-start your sales and kick start your portfolio of proof.

Get very close to your early customers and do everything you can to impress the heck out of them. Then share their experiences about how good you are wherever you can.

## I DON'T HAVE A MARKETING BUDGET:

**“We have very little cash available to spend on marketing so all this work on proof is pie-in-the-sky.”**



What's neat about building a proof library is how little it costs. It just requires some of your time.

If you have no marketing budget simply invest time in the four forms of proof and you'll build a powerful offer. Share your proof with everyone and you'll build a flow of opportunities too.

What's also neat is the more proof you have, the less money you need to spend on convincing buyers to buy. Greater proof reduces marketing costs and boosts your profits.

Sales leads is an important number to track in your business.

If you want to discuss how to better measure lead generation or how to use proof in your company please contact us – find the details in the footer below.

## ALLOCATE TIME FOR BUILDING PROOF EVERY WEEK:

Spend 30 minutes every week, as part of your weekly marketing activity, and you'll build, over time, a preponderance of proof for your business.

Use the suggestions on the next page and use the extra resources on our Business Bitesize webpage to help.



## Your next steps:

Here's two steps to help you build more proof so you can reduce doubt, increase trust and generate more sales opportunities for your business. Please pass this bitesize business breakthrough on to any other business owners who want to increase sales opportunities in their business.

### 1. Collect examples:

Gather the four forms of proof from other products, services and sectors. It's so easy and you'll build your knowledge of what sort of proof is possible. Here's some more examples to get you started:

#### A. STATISTICAL EXAMPLES

- "More 5-star reviews than any other musical in west end history" – from the recent poster promoting the show 'Merrily We Roll Along'
- "8 out of 10 dentists recommend Colgate"

#### B. TESTIMONIAL EXAMPLES

- "Make no mistake, one of THE GREAT MUSICAL PRODUCTIONS of this or any other era" – The Independent. From the same poster promoting the show 'Merrily We Roll Along'
- From the advert promoting Carling Cider: "Gold Award Winner International Cider Category 2013"

#### C. CASE STUDY STORY EXAMPLES

- Google 'Regus case studies' and you'll find excellent examples of 'New York, New York' case studies!

#### D. GUARANTEE EXAMPLES

- Avoid a weak and watery guarantee. The energy company SSE don't really make their guarantee strong enough: "We're the first energy firm to go above and beyond the regulator's Guaranteed Standards and offer our own £20 Guarantee"
- When you Google 'better than 100% money back guarantee' you'll find over 44m pages. Go figure! Go and copy.

Now go collect **more examples** and then **adapt and adopt** them to create your own library of proof.

### 2. Adapt and adopt:

As you and your team collect more and more examples of proof from other businesses and sectors you'll start to see how you can build more proof for your business. Here's a few hints and tips to help you:

#### A. STATISTICAL HINTS:

Start with simple statistics about you – your number of customers, how often you're used, your years of experience and so on. You can then compare your numbers with industry benchmark data.

#### B. TESTIMONIAL HINTS:

Start by speaking with or interviewing your favourite customers. You'll be amazed how eager and willing they are to help. Collect what they say, share it with them and ask them if you can quote them. Chances are they'll say yes.

#### C. CASE STUDY STORY HINTS:

Go to the additional Business Bitesize tools accompanying this report and you'll find a process for creating world-class case studies of your own. NB don't get customers to write them for you – you must do the leg work and then ask their permission to use them as a case study.

#### D. GUARANTEE HINTS:

Start slowly and gently. Then as you get more knowledgeable you can be braver. If you can, test your guarantees with a segment of your customers or prospects. The key is...give it a go!

**The more proof, the more evidence, the more reasons-to-believe you provide... the more enquiries you'll get and the more sales you'll get. Your job is to out-proof your competition.**

**Go on then...build more proof. And why not pass this on to a friend or colleague.**

**Find the support tools to help you here - [www.businessbitesize.com/pentlands](http://www.businessbitesize.com/pentlands)**

**business  
bitesize**



business breakthroughs  
in minutes

**PENTLANDS**  
Accountants and advisors  
for growing businesses







### Do you want to double, treble or quadruple the sales opportunities for your business with little or no cost?

Case studies are underused. Case studies are a great way to prove to your prospects that you are great at what you do!

Share specific stories about specific successes to demonstrate you're worth trusting... You'll get more enquiries when you do.

Answer the following questions and you'll be well on your way to create a brilliant case study to win you more clients!

You will find two sections:

- A case study template for - **BUSINESS TO CONSUMER COMPANIES**
- A case study template for - **BUSINESS TO BUSINESS COMPANIES**

Choose the one which applies to you...

Once you have filled in the questions, you will have the information you need to create a powerful case study. To save time you could even get someone else to write this case study for you.

Giving you a helping hand...

Here are some excellent examples of business to business case studies by [Regus](#) and [Microsoft](#).

Also a business to consumer company, [Cocoon](#) interior designer.

---

#### A. FOR BUSINESS TO CONSUMER COMPANIES

Here are your template questions to build a case study for your company:

<b>ABOUT YOU:</b>
1. Your company name
2. What is your company's core message? - What's your company's promise? - What do you stand for?
3. Location – town/county
4. Activities - describe what your company does
5. Activities - what are you renowned for (Unique Selling Point)? (Describe what it is your customers find of value)
6. Activities - what's the history of the company? (Describe origins of your company and the involvement of the current owners/directors and any challenges they have experienced. The story background is important to provide a sense of connection for the reader and also verisimilitude!)
8. People - describe the customers you serve
9. People - name the directors/owners involved
10. People - how many employees do you have (approx)



### ABOUT YOUR CASE STUDY CUSTOMER:

11. Why have you chosen this to be a case-study story for your company?  
(Describe why you are proud to tell this story - what sort of difference have you (and your business) made - why is it your customer thinks you are great?)
12. Is this case study to name your customer or be anonymous? (Say yes to one...)
13. How long has your customer bought from your business?
14. What are the specific products/services your customer buys from your business?
15. Which product/service has been of particular benefit to your customer and why? (quote both functional (facts and figures) and emotional benefits - works really well if you can quote/paraphrase what they think and feel about your business and the product/service provided)
16. If there's a second product/service which has been of particular benefit to your customer, what is it and why? (quote both functional (facts and figures) and emotional benefits - works really well if you can quote/paraphrase what they think and feel about your business and the product/service provided)
17. Who did they use before they purchased from your business? (name more than one if relevant)
18. How would your customer describe their experience with their previous business? (describe key issues/frustrations about the technical work, the speed of work and the quality of the relationship and commitment to customer care (or not) - AND HOW IT AFFECTED THEM PERSONALLY)
19. How does this contrast with their experience of working with your business? What does your customer say about you specifically? HOW HAVE YOU AFFECTED THEM PERSONALLY - Quote your customer - paraphrase them...
20. Please describe one detailed encounter (one specific example) with your customer which encapsulates their experience of working with you and why it works so well. (It pays to mention your customer by name if possible to humanise the story)
21. What feelings do you believe your customer experiences because of the good work your business does for them (as described above)? And do these feelings benefit your customer? If it feels like you are repeating yourself it's a good thing! The power of your case studies rests in the feelings your customer experiences...
23. What statistical information can you share to help demonstrate the value you bring to this customer over time?
24. ESSENTIAL: Call to action (your business's CTA). What do you want readers to do next if they like the sound of your case study? It is essential at the end of the case study the reader has the opportunity to contact you. For example, "if you would like more information, please contact us on..."

---

### B. FOR BUSINESS TO BUSINESS COMPANIES

Here are your template questions to build a case study for your company:

#### ABOUT YOU:

1. Your company name
2. What is your company's core message? - What's your company's promise? - What do you stand for?



<b>ABOUT YOUR CASE STUDY CUSTOMER:</b>
3. Your customer's company/name
4. Your customer's location – town/county
5. Activities - describe what your customer does
6. Activities - what are your customer's renowned for (Unique Selling Point)? (Describe what it is their customers find of value)
7. Activities - what's the history of your customer's company? (Describe origins of the company and the involvement of the current owners/directors and any challenges they have experienced. The story background is important to provide a sense of connection for the reader and also verisimilitude!)
8. People - describe the customers they serve
9. People - name the directors/owners involved
10. People - how many employees do they have (approx)
11. Why have you chosen this to be a case-study story for your business? (Describe why you are proud to tell this story - what sort of difference have you (and your company) made - why is it the customer thinks you are so great?)
12. Is this case study to name your customer or be anonymous? (Say yes to one...)
13. How long has the customer's company worked with your business?
14. What are the specific products/services your customer's company buys from your business?
15. Which product/service has been of particular benefit to your customer's company and why? (quote both functional (facts and figures) and emotional benefits - works really well if you can quote/paraphrase what they think and feel about your business and the products/services provided)
16. If there's a second product/service which has been of particular benefit to your customer's company what is it and why? (quote both functional (facts and figures) and emotional benefits - works really well if you can quote/paraphrase what they think and feel about your business and the product/service provided)
17. Who did they use before they worked with your business? (name more than one if relevant)
18. How would your customer's company describe their experience with their previous business? (Describe key issues/frustrations about the technical work, the speed of work and the quality of the relationship and commitment to customer care (or not) - AND HOW IT AFFECTED THEIR BUSINESS AND THEM PERSONALLY)
19. How does this contrast with their experience of working with your business? What does your customer's company say about you specifically? HOW HAVE YOU AFFECTED THEIR BUSINESS AND THEM PERSONALLY - Quote your client - paraphrase them...
20. Please describe one detailed encounter (one specific example) with your customer which encapsulates their experience of working with you and why it works so well. (It pays to mention your customer's people and your people by name if possible to humanise the story)



21. What feelings do you believe your customer's company experiences because of the good work your business does for them (as described above)? And do these feelings benefit your customer's company? *If it feels like you are repeating yourself it's a good thing! The power of your case studies rests in the feelings your customer experiences as much as the financial ROI they enjoy...*

23. What statistical information can you share to help demonstrate the value you bring to your customer's company's over time (capital value, revenue, profit or earnings improvements - time freed up for other things (business or personal - employee numbers up or down)

24. **ESSENTIAL:** Call to action (your business's CTA). What do you want readers to do next if they like the sound of this case study? *It is essential at the end of the case study the reader has the opportunity to contact you. For example, "if you would like more information, please contact us on..."*