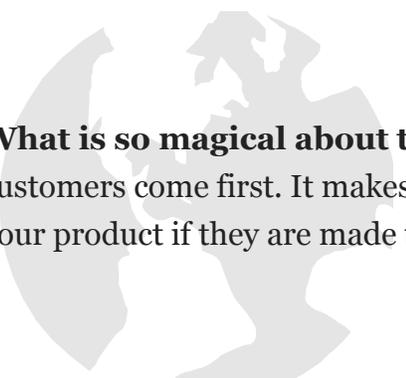# The Most Powerful Word In Sales

What if I told you that there is one single word that can improve your sales exponentially? This single word is so powerful that not only will it change your sales, but it will also change your lifestyle! You will finally learn how to market to your customers the RIGHT way!

What is this magical word? The word is "You!"

What is so magical about the word "you?" Using this word on your websites makes your customers come first. It makes them feel like their needs are put first, and they will inevitably buy your product if they are made to feel like they are the reason that you have created it.

Every consumer is selfish. I admit it. I'm a consumer. I'm selfish too. I want to know, "what's in it for me?" if I'm going to buy something. If you want to properly market to your customers, you need to tell them what's in it for them. Direct the sales pitch to "you" and make it seem that you're talking to them one-on-one.

Don't write in "business-speak." Avoid saying things like "our company has been in business for 25 years and we strive to find a turnkey solution to the industry of ..." Your potential clients are more interested in hearing how you can help them. Leave your company information for the "About Us" section and make your front page about the customer and their needs.

Tell them how it will improve their life. Don't sit there and list the features of your product, list the benefits of how it will change your customers' lives! An example is if you were selling "noise canceling headphones." A feature of these headphones is that they filter out outside noise. However a benefit is: "When you're commuting on the noisy subway, put on these headphones and get whisked away to your favorite relaxation music."

Once you understand that your customers want to know why they should buy your product and how it will improve their lives, and then you've mastered the biggest, most important concept of marketing!

Sell to "you" not to you!