



# Investor Energy, LLC.



Dear Licensing Professional,

You have a lot of tools at your disposal, but let me introduce you to “The Buyer’s Box.” I promise you this concept needs to be added to your toolbelt. Here’s why: People don’t like the idea of being sold, but they are more than willing to buy things based on their emotions, not for rational reasons. Once sold, these people need to satisfy their emotional decision with logic.

Yet, there remains this army of dull-boring marketing consultants and advertisers who regularly train their prospects to “think it over.” Why? They lack a closer attitude, and attitudes lead to behaviors! Developing a closer’s attitude is not only possible; it’s the foundation of “deal-making.” Closing a licensing deal is not about using sales speak or a catchy phrase at the end of your presentation. Instead, closing is about following a step-by-step procedure.



No licensing professional should ever speak with a prospect without a 100% expectation that they can make the sale. You must believe your products and services have merit, and you must remember that you’re here to sell, not just explain.

This is not only **side one** of the Buyers Box; it’s the foundation on which the other three sides are built. You need to condition yourself to respond automatically to any excuse that delays closing. You can indeed silence that small asthmatic voice that secretly whispers to you, “be patient, the sale is yours, they’re telling you yes. All you have to do is wait until next week.”

Wrong!

You must drown that voice out with shouts of **press-on**. You can’t lose a sale you don’t have, and “a no can’t hurt me,” but a “let’s wait and do it later” excuse will devastate me.



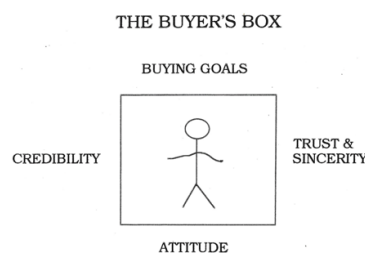
**Side two** of the Buyers Box is building trust and sincerity. People buy from people they know, like, and trust. This is accomplished by doing a great warm-up, you can create an environment that promotes familiarity, likability, and trust. By making an effort to establish these three critical components, you will create a foundation of trust that ultimately leads to a successful sale. Contact me if you need help with your warm-up. [mike@investorenergyllc.com](mailto:mike@investorenergyllc.com)

As your prospect becomes more comfortable dealing with you and comes to trust you, you don’t have them yet! A yawning credibility gap still exists.

On the **third side** of the Buyer's Box, you need to establish your credibility by sharing success stories. This will help you bridge the gap between your prospect's doubts and your capabilities. Showcase your satisfied customers and provide details about their traffic and other achievements. This approach will help you earn your prospect's trust and confidence.



Finally, **side four**, is when you need to establish your prospect's "firm emotional buying goals." Hopefully, you've used the warm-up to start pulling out their buying goals, and you should have also performed your preliminary research on their demographic, psychographic, and behavioral patterns. Ask open-ended questions during the warm-up to get your prospect to express their feelings and needs related to the deal you're working on. This side of the Buyer's Box is where you craft that powerful, persuasive message that resonates with people.



\*The Buyer's Box concept is the property of Kent Savage, Sacor, Inc.

#### ABOUT THE AUTHOR

Michael Walker MBA, IMMS, BBA is a self-employed direct-response, digital copywriter, and marketing strategist. His specialty subjects are digital copywriting, marketing strategy, sales strategy, sales letters, sales presentations, website design, and more. He serves primarily licensing consultants. He has an MBA from [Regis University](#), an Internet Marketing Masters in Science from the [Full Sail University](#), and a BBA from [Kent State University](#). He has been employed as a Copywriter, Licensing Agent, Consultant, Project Manager, Director of Operations and Sales Manager for various companies and has experience within online marketing, capital equipment and consulting industries. His clients or employers have included Great Lakes Equipment, Champion Industrial Trucks, iMALL.com, Pro Data Systems, The George S, May Company, Stack Container, info2TECHNOLOGY, Luminarias Design, International Profit Associates (IPA), and Pete Rademacher (Radecycle). He has geographical working experience in the United States of America, Canada and Puerto Rico and he speaks English. His service skills incorporate digital copywriting, copyediting, and digital marketing strategy, sales strategy website strategy and design and project management.

To contact Michael Walker, [email](#) him or alternatively to read more about Michael's philosophy you can visit his website at [Michael's company website](#) To view samples of Michael's work go to his [Gravatar page](#).