

8 Secret Weapons Infomercials Use to Sell Their Product

By Kelley Robertson

Decades ago, infomercials were about the only thing on television in the wee hours of the morning. What once began as a time-filler in late-night TV has now become a staple revenue generator during prime time. From the BowFlex to the Magic Bullet to the infamous SlapChop, there are dozens, if not hundreds of infomercials, flooding the airwaves. As much as we love to hate them, there is no question that the producers of infomercials are masters of selling.

The producers of these ads use a systematic process to sell their wares. It doesn't matter if they're selling a set of knives, a juicer, lawn care equipment or hearing aids. They all use the same proven formula.

Here are the eight secret weapons infomercials use to sell their products.

Identify the problem.

Every infomercial starts by identifying a particular problem. Sometimes it as simple as a minor inconvenience; other times it's health or lifestyle problem. And in other situations, it's a money-related issue. Producers of these commercials waste little time getting to the heart of the problem or concern (usually with over-exaggerated acting). Sales people can learn from this. Most sales presentations start by talking about the selling company, their awards, their products, etc. But, when you begin your presentation by highlighting a problem that your prospect may be experiencing, you grab their attention right away.

Use testimonials or endorsements.

Before the ad talks about the product, you see and hear how someone has benefited a result of using that product. People enthusiastically state how much better their life is since buying that product and they make earnest statements that are difficult to ignore. Although some companies use celebrity endorsements, the majority use people like you and me. Most sales people under-estimate the power of testimonials or fail to use them effectively. Look for ways to integrate this weapon into every presentation.

Demonstration.

The spokesperson demonstrates exactly how to use the item and uses high-impact, emotional trigger words to build excitement. The demonstrations are also lively and animated which is the complete opposite of most sales presentations I have been subjected to.

Ease of use.

Depending on the product being sold, the spokesperson highlights how easy it is to use the product. They take the product apart to show you how easy it is to clean or maintain. They tell you how fast you can prepare a meal by saying, "You can prepare a complete meal that your family will love in just 30 minutes."

Benefits of the product.

During the presentation virtually every feature of the product is mentioned and they position these features as benefits. For example, instead of saying a knife will retain its sharp edge the spokesperson will cut a piece of leather then slice a tender tomato. Instead of telling you the product is compact, they show you how little space it takes in your cupboard. Instead of saying you will lose weight and gain muscle they claim, "In just 90 days, you can have a

sculpted body and look great on the beach.” It sounds simple but most sales people fail to do this with their customers.

Call to action.

The producers of infomercials make sure they tell viewers exactly what to do. From “call in the next 15 minutes” to “don’t wait” to “act now” every ad has an explicit and definitive call to action. Companies don’t want viewers to figure out what to do; they tell them. And they don’t waffle about it. They are direct and to the point. In your next sales presentation make sure you state your call to action. Is it a follow up meeting? A telephone call? Asking for the business?

Include a bonus offer.

“Wait! There’s more! If you order in the next 15 minutes we will also include this additional item absolutely free.” People love free stuff and infomercial producers know this. What extra item or service can you add to your offer to make it more appealing to your customers and prospects?

Reduce the risk.

The vast majority of products sold via infomercial offer a money-back guarantee. “If you are not completely satisfied with this product we’ll give you your money back.” This helps reduce the risk factor that many people experience when making a buying decision. Top sales pros and their companies also find ways to reduce the risk for their prospects.

While you may groan when an infomercial interrupts your favourite television show, remember this: the formula they use has been proven over and over again. That why infomercials are the master of selling. Increase your sales by applying the same strategies infomercials use.

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