



11-10-06

TO: BNI Lodi Founders Members

From Mike Hinton, Educational Coordinator

RE: Educational Moment for 11/10/06

Credibility Statement: What is it? and Why are they important?

Today's topic: **Credibility Statement.**

We have been given a referral by another member to contact a potential customer for our product or services. How do we open that conversation? With a **Credibility Statement.**

A credibility statement is a very effective way of building our credibility with that person in a way they can relate to. We can show that we understand their problem and how we have helped others with the same concerns using our solution. We create value and return on investment to that person

A credibility statement is made up of 4 specific areas, they are:

1. General overview of the benefits our company provides. Relate this to what this potential buyer needs, wants or even what your other member said about this potential client.
2. Share results of how others have benefited, with specifics. Use names, facts and figures to share these results.
3. Suggest that similar results are possible to them.
4. Transition step.

Guidelines for Credibility Statements:

1. Use this tool for starting the sale, prospecting and getting appointments.
2. Do not sell. Focus on their needs.
3. Mention any pre-approach research or information you may have gotten.
4. Talk about others results; focus on the return on investment.
5. Be brief, less than 1 minute.
6. Have several Credibility Statements available for various products or services that you provide.

Example Credibility Statement:

(Step 1)

Steve, my name is Mike Hinton of Dale Carnegie. Jeff Kim of Save On Websites mentioned to me that you were interested in increasing you sales team effectiveness when it comes to increase market penetration and higher closing ratios. Since 1912 Dale Carnegie Graduates have been able to experience on the average, a 28% increase in the sales after graduating from our programs.

(Step 2)

Recently we were able to help ABC Phone Systems to increase their closing ratio from 10:1 to 4:1 in just 8 weeks. These results increased their monthly revenue from \$15,000.00 to over \$28,000.00.

(Step 3)

Perhaps your company could experience similar results.

(Step 4)

What I suggest we do is look at our calendars and see when we could meet next week. Do you prefer earlier or later in the week? Mornings or afternoons? Great, I'll see you Monday at 2:00.

Next week we will cover **Asking More Questions to help your customers buy.**