

How to sell your services to a client?

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The most difficult job, in my opinion, is the one that involves marketing. No matter what the product or service is, marketing has become essential for the success of any business. Marketing has become a very integral part of any business, and thus, this industry has become very cut-throat. There is immense competition – not just because marketing is essential, but also because there are many people offering similar products and services. Hence, it becomes vital to market your product in a different light and highlight the uniqueness of your business.



You must be wondering why a blog about [spoken English](#) and English learning is lecturing about marketing! The reason, my fellow students, is that marketing is the one industry where [English fluency](#) does more than half the job. A marketing executive needs to have an excellent command over the English language, because in order to impress a client, you must be able to speak English fluently.

Communication Is The Key

[Communication skills](#) are the deal maker when it comes to marketing – and since, nowadays, almost all work is done in English, fluent spoken English is a must have skill for marketing executives.



Have my talks terrified you? Marketing is tough, but definitely not an impossible job. For people who love challenges, this is the perfect vocation.

Let us give you some tips on how you can use your communication skills to sell your services to a prospective client.

Selling Your Services

Don't be pushy: A common mistake most marketers make – they don't sell their services, they push it right in your face. Remember, your client is a rational, thinking person and is capable of taking informed decisions. Let them know what your service is and what the key factors are and leave it to the client to decide whether to hire you or not.

Example: “The key features of our IT management service is this and this. I will let you think over it, and you can give me a call anytime you need my assistance.” This way you have enunciated the features of your services and also leave it at the discretion of the client. Let the client enjoy the role of decision maker.



Stand out in the crowd: There is a reason why every product is ‘new and improved’ nowadays – regular is not good enough. You must offer something different, something unique in order to grab the attention of a prospective client. Make your service sound like it is the answer to all the client’s needs, and also make sure that you deliver what you promise.

Example: When pitching to a prospective client, do not list the features that are similar to what others are offering. Point out the features that make you different. “We not only offer this and this service, but give you additional benefits like this and this.”

Whenever pitching to a prospective client, make sure that you do so in [impeccable English](#), because improper [spoken English](#) will make you appear unprepared and unprofessional.

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- By Chander Madan

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