

# A Special Report

Written By Mike Marchev

**WHY WOULD ANYBODY  
WANT TO DO BUSINESS  
WITH *YOU?***



## **A Personal Note From Mike Marchev**

**Allow me to prevent you from making the biggest mistake of your business life.**

**Do not, spelled DO NOT, equate value with girth. If you are about to be hit by an oncoming vehicle and I yell just two words to you, “LOOK OUT!” would you feel cheated that I saved your life using just two words? I don’t think so.**

**The few words you are about to read in this Special Report have the power to save your business’ life. Please do not sell them short, or the suggestions I am about to share with you in this document.**

**What you about to learn is far more valuable than the bits and bytes it took to distribute it to you. It is far more important than the paper you print it on. This is a “key” strategy to your future well-being.**

**Take a minute to really read this report. Don’t speed ... don’t skip ... don’t jump ... don’t multi-task. Think about what I am saying and connect with this most important aspect of your establishing trust while coming across as a genuine, caring provider of valuable and appreciated services.**

**Thanks for your vote of confidence.      Mike Marchev**

## WHY WOULD ANYBODY WANT TO DO BUSINESS WITH **YOU?**

I have the answer for you, but first I want to set the table with a little rationale.

***What **YOU** think or say does not necessarily ring true to me, or anybody else for that matter.***

Everybody thinks that they are good at what they do, that they provide good service, that they are knowledgeable, have experience and everybody loves their clients.

This is as it should be. But it certainly does not differentiate you from anybody else doing or selling what you are doing or selling. It is simply what you think.

What **YOU** think or say does not necessarily ring true to me, or anybody else for that matter. We might be glad that you have a healthy dose of self-esteem, but even that is a bit of a stretch. I expect you to say positive things about yourself and your organization.

You can take this to the bank. Chances are good that whatever it is you do for a living, you are just one of many options the customer, prospect, consumer, client, or whatever you choose to call them, has to procure your goods or services ... at that particular moment.

Therefore, if you tell me what the thousands of other folks in your shoes tell me, you can't expect me to get excited about you or the horse you rode in on.

*The gift-of-gab  
is yesterday's  
news.*

Here are just a few of the very real examples I have received in response to this question. They all were sent in good faith, but in truth, they are all failing to accomplish the task at hand.

1. We are different.
2. We care.
3. We have been in business for 30 years.
4. We have qualified service personnel (agents)
5. We follow up meticulously.
6. We know the business.
7. We know the product.
8. We know what you are going through.
9. We feel your pain.
10. We just won an award.
11. We know the president of (XYZ) Cruise Line.
12. We can match the price.
13. We can beat the price.
14. Why not us.
15. Pleaaaaase!

Let's take a look at what is happening here.

In most instances, the person being asked the question, "Why you?" was not ready for the question. It catches them off guard ... by surprise. Thanks to their ability to 'wing things,' or perhaps with the credit going to their "gift-of-gab," they sing out with the first thought that enters

their mind. In many, if not most instances, it resembles fluff, or at the very least, a yawn-worthy response.

### **A Fair Question**

Is it a fair question: “Why you?”

I think it is. In fact, if the prospect doesn’t ask it I believe you should ask it for them. You know that they are asking it whether out loud or to themselves.

***That’s a great question. I’m glad you asked me that.***

Being in an industry where you don’t have to buy the product you are representing opens up the distribution field widely. Face it. You are in good (large) company when it comes to selling travel-related products. There is not a dearth of travel sellers. It is only natural to wonder **what makes you different** from the rest of the pack.

So I think we can agree that by offering the normal, knee-jerk response we are not helping position ourselves as anything special, different or worth any degree of consideration.

So what is the answer? What can we say that addresses the question and serves as a meaningful and believable response? **That’s a good question. I’m glad you asked me that.**

No, those are the ten words I want you to use in the beginning of your answer. **That's a great question. I'm glad you asked me that.**

Let me tell you why I want you to use these ten words to begin answering the question.

The first sentence [**That's a great question**] clearly applauds the questioner as being of bright and sound mind. After all, to ask a "great" question, you must be one squared away individual. We all like to be thought of as intelligent, and these four words applaud our intelligence. This provides for a good start.

***You might want to steer clear of hanging your future on the word SERVICE as your primary differentiating strength.***

There is however another reason for using a scripted initial response. It is needed to "buy us some time" so we can dial our minds into the appropriate answer mode. Chances are you were not ready for the question so to avoid a reckless response, you need that *pause that refreshes. Literally!*

[**I'm glad you asked me that**] consists of six more words that screams "I'm ready for you, and your question. Give me your best shot. I have done my homework, and I am prepared and at the ready to answer your question with clarity and completeness."

I hope you are seeing how these ten words sound much better than the usual, “Ummm! Because we have been in business for thirty-seven years and we provide the best service in the industry.” *Yeah. Right!*

## **Service Service Service**

***I have good reason to doubt what you think. Tell me what my peers think and feel.***

Whatever you do, try to steer clear of the word **service** as your single differentiating factor. In over 30 years I have yet to hear a service provider fail to mention how their service has positioned them head and shoulders above the rest of their competition. If every single service provider promotes such exemplary service (1) how can that be considered a difference, and (2) how come the entire world *excels at giving lousy service* ... just my definition.

So, you still don't know what your response will be following the first initial ten words, but you do know you won't be hanging your credibility on the word **SERVICE**. I hope.

## **The Tricky Part**

If you tell me what you think, I will have every reason to doubt your words as being self-serving and biased in your favor. After all, you are, or should be your own best friend, and friends have been known to speak favorably of each other. Therefore, we must be a bit more creative.

What if I tell you what your peers think of me? Will that cast a more favorable light my way? I venture to say ... yes.

Before doing so, it is wise (imperative) to isolate the **hook** in your relationship with these aforementioned “peers.” Let me explain.

A “**hook**” is nothing more than a common denominator. If we are both from New Jersey, NJ is the hook. If we both are dog lovers, dogs are the hook. Graduates from the same school represent a hook. Follow me? What is common between the person asking the question and your soon to be uttered response?

***A “hook” is nothing more than a common denominator.***

This is where thinking on your feet comes into play. This is where your many hours of focused practice will pay huge dividends. This won't come naturally and it won't arrive by accident. I inferred that practice was involved. But adults don't like to practice. So, my entrepreneurial friends and fellow marketing practitioners, it is at this time that we find out exactly how committed you are to your individual success. Are you willing to practice? I certainly hope so.



Here is how it works.

Say a woman approaches you asking you about a girl's weekend get-a-way.

Barbara: "So, Mike. Why should we book our weekend with you?"

Mike: "That's a great question Barbara. I'm glad you asked me that. The last three women who asked me to help arrange their weekend get-a-way chose me because they (1) found me to be extremely detailed (2) appreciated my knowledge of the destination and (3) enjoyed my sense of humor. *They also thought we got them a good deal.*"

***We spoke in the voice of an already satisfied customer, and not our own.***

Of course you can substitute the word "my" with "our" if appropriate. Do you see what was accomplished here? We spoke in the voice of an already satisfied customer, and not our own. We applauded the question and indicated that a confident truthful response was soon to arrive. We gave three reasons why others find you to be capable and choice worthy.

You could use two responses. I suggest more than one and never more than three. And that is all there is to it.

If a business man asks the question, use businesses in your response. Honeymoon couples warrant an answer

involving other honeymoon couples. I hope I have made this clear and easy to connect with.

## **The Hard Part**

I tell a lie. It is not that hard. A question I can hear most of you asking sounds like this: “But Mike, I don’t know why my customers choose me to help them book travel. How can I answer a prospect’s question if I don’t know the answer?” **That’s a great question. I’m glad you asked me that.** (See how easy and effective this strategy is?)

You ask your good clients why they have selected you. Bingo! You now know, and you will never have to guess at an answer again. How cool is that? Knowing for the first time why anybody in their right mind would want to do business with you. Very cool indeed.

Now that you understand how this works, let’s do a little homework.

## Why Should I Do Business With You?

### Worksheets

***You might want to have a few strong drinks prior to your **survey**.***

List your ten top clients:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Call them and ask them what they like about doing business with you. If you are not getting any good answers, ask the next ten. If after twenty you still come with scratch, go to [www.monster.com](http://www.monster.com) and submit your resume.

## Why Should I Do Business With You?

Practice session.

Write down some possible “hooks” that you can identify among your current clients. Some examples might include female travelers, businesses, pet owners, clients with children, clients without children, retirees, home-based entrepreneurs, church members, civic group members athletic organizations etc.

**Practice**  
**Practice**  
**Practice**  
**Practice**  
**Practice**

Imagine a fictitious member of any one of these groups approaching you with the question “Why you?”

Using the **hook** technique, give your response out loud.

Chances are it will sound stilted and unnatural. You may even uncover that you have a stuttering problem that has been hiding dormant since high school. Practice delivering it a second time and then a third. Then, grab an audio recording device and say it a fourth time ... and a fifth. By now, you will be getting pretty close to a decent response. Keep at it until you want to gag. Then, and only then, will you know that your hard work is beginning to pay off. I call this the “gag test.”

Treat yourself to a cup of coffee or a beer and then select another **hook** category and start all over from square one.


Hey, do you think Chuck Yeager hung up his backup compass and silk scarf after greasing the skids after his first perfect landing?

I don't think so. I could really fatten-this-report-up right about now by giving you one-thousand more examples of how practice not only makes perfect, but is a daily ritual among all experts ... regardless of their field of excellence or claim to fame.

So there you have it. All I know about answering the important question, "Why should I do business with you?"

The ball, my friends is now in your court. It is up to you as to where you take and run with it.

But I will leave you with one of my favorite quotes from former All-Pro NFL Lineman Merlin Olsen.



**“If I am not practicing, and my competitor is, when we meet, they will beat me.”**

I rest my case. Don't let anyone beat you for your lack of practice.

**Before I sign off, I would like to remind you that we are in a fun business. That's why you selected it in the first place. That's why your clients buy what they buy. Don't forget to have fun.**

Mike Marchev

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## Mike's Nuggets – A Bonus Section

I realize that a few of my readers will feel cheated with just 13 pages of career changing information, so I decided to add an additional page worth \$250 all by itself.

1. **Spend more time on your “subject”** This is the spot where readers decide to opt in or out of your email. Work on this element as if your life depended on it ... it does.
2. **Walk people to the door.** This is a courtesy that will be both noticed and appreciated. This also holds true for opening a woman's car door for her. Just do it.
3. **Forget about ‘closing’ and spend 100% of your energy focused on “opening.”** Closing sounds so aggressive and manipulative. Focus on beginning a conversation followed by asking intelligent questions and the “close” will take care of itself.
4. **Remember that as soon as they hear the word ‘sales’ they get nervous.** True professionals know this and say and do what is necessary to get their audience feeling comfortable in any given situation. This takes time, skill and patience.
5. **To hell with your multi-tasking skills.** Focus on me when you are with me. Don't answer the phone. Don't check emails. Don't look over my shoulder and don't look at your watch. Focus. Look me in the eye.
6. **Look people in the eye.** You think you do this. You don't, at least not good enough. Starting today, make this a top priority, and get ready to giggle from time to time. Chances are, you stink at it. Work at it and you will get better.
7. **Respond to people's emails.** Don't leave people hanging. If they thought enough of you to write you a note, the least you can do is acknowledge it. What? You don't have time. ***Yes you do.***
8. **Answer your own phone.** The pendulum is swinging back to “human.” Similarly to # 7. If I take the time to call the very least you can do is answer. Stop flattering yourself. Get serious. Not that many people call you. Come on!
9. **Men: lower the toilette seat.** Enough said.
10. **Women: Understand that most men are doing the best they can.** Sad but true.