



# The Influential SQP – Part III More IDEALS!

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# The IDEALS conversation

## IDEALS

- **I**ntroduction – gain interest and attention
- **D**etermine needs/Discover information – ask open questions
- **E**xplain the *benefits* of your product or service
- **A**sk for commitment – call to action
- **L**eave relevant information - reminders
- **S**eek follow-up – set a timeframe to talk again

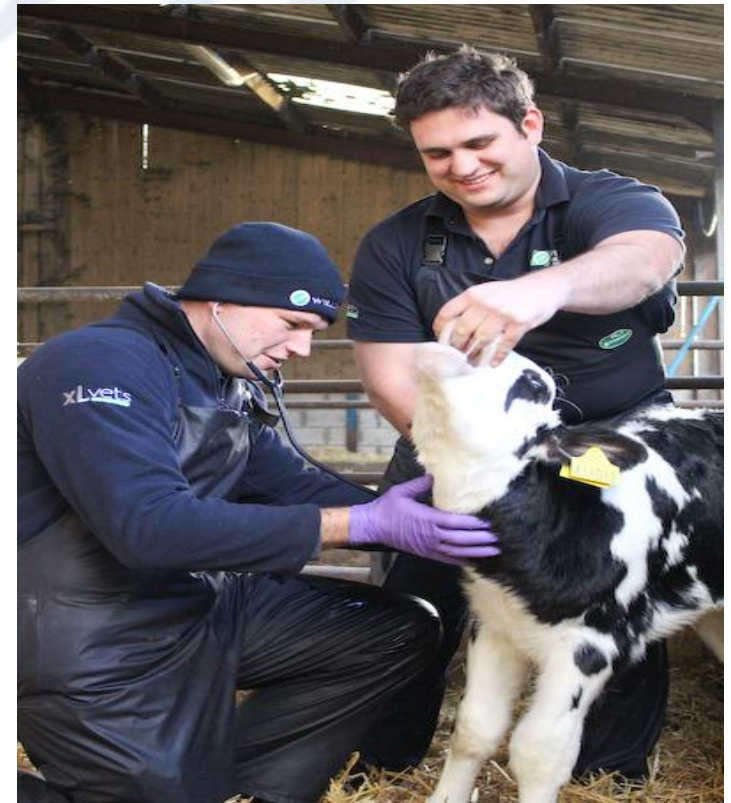
## How to get it wrong!

- 2 litre turbo diesel, fuel injected engine
- 210 bhp and a nought to sixty in 8 seconds
- 21 inch alloys
- Xenon headlights
- Cruise control
- Leather interior
- 400 litre boot capacity
- Folding rear seats
- Side impact airbags
- Yadah, Yaddah, Yaddah



## Customer/Client Psychology - #2

People tend to buy 'benefits'  
*Not*  
'Features'



# FEATURES & BENEFITS

**Features** are what a product is/does - a description of it



**Exprinex reduces the gutworm challenge the cow is facing, allowing her to utilize her energy to produce milk**

# FEATURES & BENEFITS

***Benefits*** are what the product can do for you

Which means that

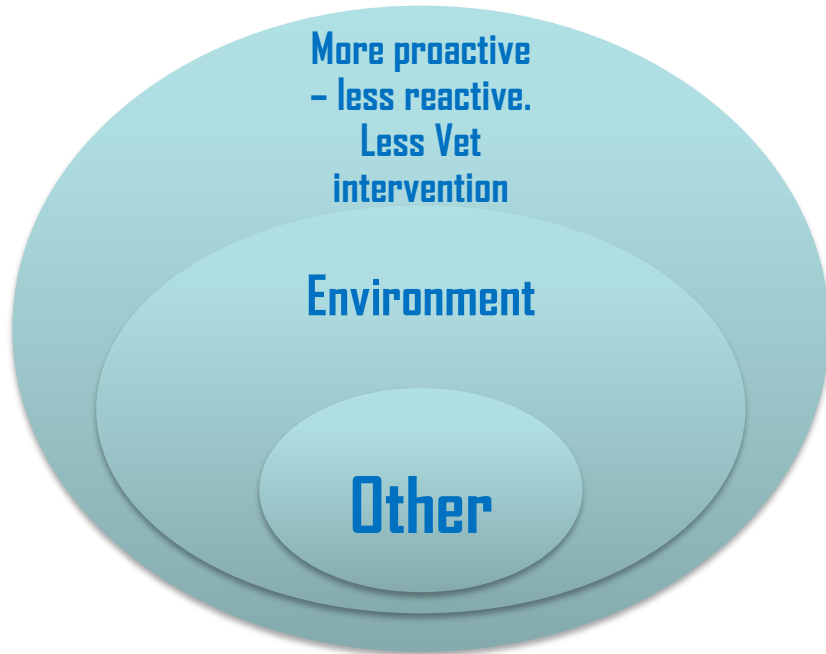
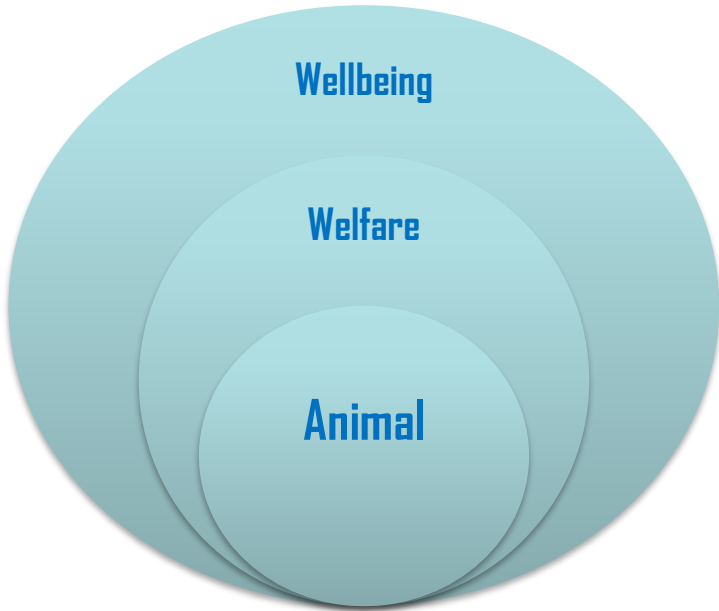
**There is an increased milk yield of up to 2L per cow per day and this has been validated in studies using Eprinex**



# EXPLAIN FEATURES & BENEFITS

So what!





**WHICH MEANS THAT.....**




# Explaining Features and Benefits!



# Speaking to horse owners about their approach to worming?

- 1. You are recommending that initially, they undertake a targeted worming plan based upon risk assessment, FEC & FECR testing**

**What *benefits* of this approach can you communicate to your owner?**

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- **As an example, let's say you're recommending Eqvalan<sup>®</sup>/Eqvalan<sup>®</sup> Duo**
  - **Think of the benefits that are associated with these features:**
    - Covers widest range of worms
    - Can be used at any age in Donkeys
    - It's the original trusted brand

