

## Book Review

*A straight to the point book about Business Communications*

The Jelly Effect

*By Andy Bounds*

### Key Learning Points

- How to write AFTERS (Benefits)
- AFTERS that most people want
- How to create a Winning Pitch

### Introduction

Andy is blind in one eye and his mother has been blind since she was eight from a hereditary condition called Sticklers Syndrome, as a child Andy would sit on his mother's knee and ask her, how can I explain it so you understand instantly?

So, for as long as Andy could remember, he has known something that very few others have truly known: that the natural way you speak is not the natural way for somebody else to understand. Andy had to change the way he described things to his mum.

These insight have made Andy a International Communication expert and a very good motivational speaker.

Why the Jelly effect? Most business people say too much irrelevant stuff, hoping that something they say will stick, just like filling a bucket with jelly and flinging it at the other person, hoping some of it will stick, some will some won't and it's inefficient and wastes time. The insights below will make the process of communication the right messages quickly, effectively, entertainingly and relevant.

## **Learning Points**

### **How to write AFTERS (Benefits)**

After you have completed your work, supplied your product to the customer and they have paid for it and you have exceeded their expectations, what have you left them with?

Whatever it was is what they wanted to buy. This is the concept of Afters.

For example do you buy?

- A light bulb or light
- A Newspaper or news
- A kettle or hot water

The most interesting, most important, most critical fact to tell a customer.... is what they will be left with AFTER you've done your work.

Why do AFTERS based selling work?

Traditional selling focuses on who you are, what you do, how you do it, and the service you provide. In other words it focuses on everything you do up to the end of your work.

Clients want what you provide AFTER you have left, to sell more, you must focus on the time AFTER the end of your work.

Communicating with them about the results they will have, or what the product will do for them in the future, is the new insight.

A simple process to sell more

- Step 1 Establish your prospects AFTERS
- Step 2 State with certainty you can provide those AFTERS
- Step 3 Prove you can deliver those AFTERS

To establish your prospects AFTERS ask them questions for example:

When we have completed our work, what is it you want to be left with?

If you could wish for something what would it be?

Finding out what your prospect wants to be left with, will help you deliver your sale pitch, you can design it with the AFTERS

## **AFTERs that most people want**

RITES stands for five AFTERs that prospects tend to want some or all of the time they are:

**R**isk reduction  
**I**ncome increased  
**T**ime saved  
**E**xpenditure reduced  
**S**tress relief

Incorporating these elements into your communications will help sell more.

## **How to create a Winning Pitch**

Before you make a pitch to your prospect, it's wise to know how people memorise; this will help you make sure that they remember the important points of your pitch and not the less important points.

Most people remember the first part, the last part the part that interests them and anything that is repeated.

So to make your pitch have more value, put your key afters at the beginning of the pitch, repeat them at the end of the pitch including how you are going to achieve them and prove that you can deliver them.

Repeat certain key points several times during the pitch and give it an interesting and punchy middle, with prospect participation.

If you do this you will have created a winning pitch.

## **Action Points**

- If you want to deliver a winning pitch buy the book
- Focus your communications on what you leave your customer after you have completed your work.
- Create AFTER bases benefits for all your copy
- Prepare your quotations and presentations repeating the key AFTERs from the introduction at the end repeat key points and deliver an interesting middle.

- Ask the magic questions to find out what your prospect is looking for after you have completed your work. This will give you an advantage when preparing your pitch.

## **Our Example**

We supply business knowledge and experience that delivers

- Clarity
- Direction
- Challenge

On completion of our work, we leave you with a business that you can sell, scale up or simple run by its self with little effort from you.

We offer a money back guarantee for the first month

You can cancel the contract with one months notice.

## **Authors Information**

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