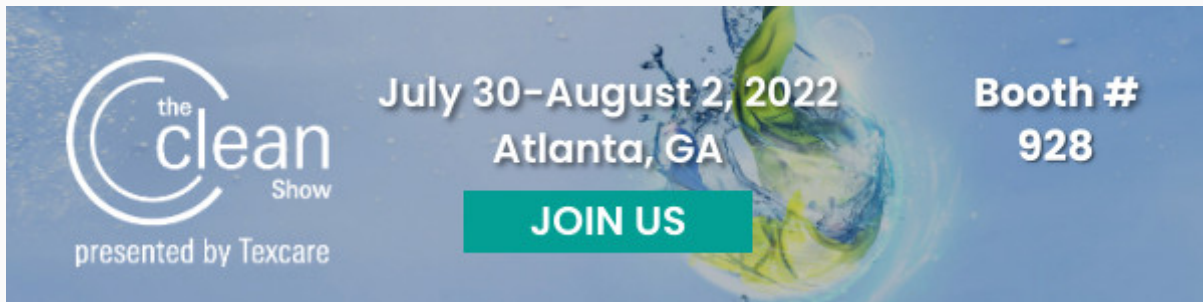


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The banner features a blue background with a globe and water splashes. On the left is the logo for 'the clean Show presented by Texcare'. In the center, the text reads 'July 30–August 2, 2022 Atlanta, GA' above a green 'JOIN US' button. On the right, it says 'Booth # 928'.



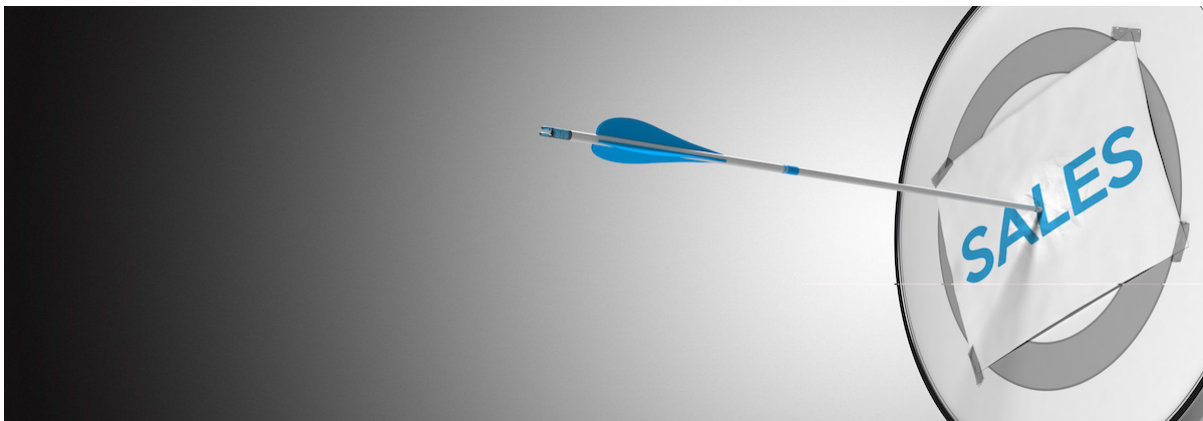
The banner has a blue background with social media icons (DLI, LinkedIn, Instagram, and a globe) at the top. The text 'MONDAY MORNING MARKETING NEWS' is prominently displayed in orange and white.

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What is Selling?

By Dave Coyle, Maverick Drycleaners

One of the best definitions I have heard for “selling” comes from Dan Sullivan, my business coach for almost four years, and the owner of Strategic Coach. He said, “Selling is getting someone intellectually engaged in a future result that’s good for them, and getting them emotionally committed to take action to achieve that result.”

You will get paid for the results you deliver to your clients. But before you are paid, two critical steps must happen first:

1. Get your client to intellectually engage in a future result that's good for them – your client must understand the problem they have and how your solution is going to solve the problem. If they don't, you must educate them so they understand how simple it is and how much they will love the end result.
2. Get your client to emotionally commit to take action to achieve the result – most buying decisions are emotional, and you need to really explain the pain they are experiencing now, and how your solution will solve the pain. The irresistible offer you present to experience the service should push them to say, "I would be crazy NOT to take them up on this offer."

For example, Wash-Dry-Fold (personal laundry) is not something most people like to do at home. If we educate our clients on how much time is actually spent on laundry, how much costs there are, and how easy it would be to outsource this boring time-sucker of a task and then present a risk-free trial of the service to them, a certain percentage will sign up and become paying clients.

When you're educating someone on something they want, they will never think they are being sold, because they aren't being sold. You are serving them. You are simply pointing out the pain (lots of time spent on laundry), providing an easy solution (clothes picked up, cleaned, and delivered to their home twice per week), and then giving them an irresistible way to try the service.

Just remember: People love to buy but hate to be pressured.

Have a great week, friend!

-Dave

Are you attending The Clean Show in Atlanta? Don't miss Dave's talk "12 Profit Activators Guaranteed to Create an Immediate Cash Flow" sponsored by DLI, Sunday July 31 from 8 – 10 a.m. in Room B314. Hope to see you there!

Dave Coyle is a DLI member who owns and operates In the Bag Cleaners in Wichita,

Kansas. He launched the Maverick Drycleaners marketing firm specifically to help drycleaning business owners grow. He can be reached at dave@maverickdrycleaners.com or (316) 650-9242. Learn more about Maverick Drycleaners at www.maverickdrycleaners.com.



See Dave LIVE

The personal touch is a surefire way to cut through the marketing noise bombarding people almost every second of every day. Dave Coyle will explain how and why in "**Handwritten Notes - The Power Move in Marketing**" Wednesday, July 20.

[Register Now](#)

Monday Morning Marketing Messages Archived

You can find all of Dave Coyle's *Monday Morning Marketing News* articles (73 including this issue) in DLI's Drycleaning Encyclopedia. Type MMM into the Encyclopedia's search bar to find Dave's articles.





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