

Do you Speak the same language as your business owner prospect?

I am not referring to “ethnicity” – I mean “business language”?



If your prospect uses building materials for his business, I bet he can tell you what each 2' x 4' or foot of Rebar costs. If she pays by wages by the hour, she can tell you exactly what her payroll is weekly, to the penny.

When you are offering employment benefits as a solution to the vexing problem of hiring and retaining good loyal employees you need to stand out from the crowd and be different.

Today we all know wages or salary is only one aspect of an employee's consideration for accepting a job or position.

How many small business owners have you interviewed who declared their reluctance to consider benefits as “too expensive”? The public perception is employee benefit plans are expensive and they get more expensive as each year passes.

How do you get past that perception? Perhaps by speaking “the same language” as your client. Show your prospect the cost of employee benefits in a manner they can relate to.

What does **your** employee benefit plan cost the employer per unit?

If the prospect bills their own clients by the hour, and pays their employee wages by the hour, show the cost of your benefits proposal the same way!

Maybe it is by the mile or by the piece?

Whatever the baseline your potential client can relate to – Use it!

Use the Edge **Small Business Benefits** flexible, simple to understand, guaranteed issue (3 + employees) package to create a solid base of business owners who **know why** they have a cost-effective employee benefits plan that helps increase their business growth and continuance plans.

If you want to discuss this approach further, give me a call.

Good Selling!

A handwritten signature in black ink that reads "Elaine".

