



## What Is Your Investable Business Opportunity?

If 90% of sales is emotional, and only 10% is logical; what is the 10% you need to 'close the deal' for prospects?

It is the '**Investable Business Opportunity**' and how that is communicated.

Many small businesses do not clearly communicate how potential new clients actually get a return on investment from their product or service.

An 'Investable Business Opportunity' is a way of communicating the value of your product or service in such a way that it makes good, logical 'economic sense' to a prospect. This is the 10% of logic necessary to make the 90% emotional sale 'make sense.'

### How to communicate your product/service opportunity.

1. Know how your product or service makes money for a client.
  - a. If they buy from you, specifically how and how much return can they expect?
  - b. Over what period of time?
2. Use stories of other clients to demonstrate the process and the potential return.
  - a. Emotionally charged hero stories are best.
3. Use simplified real numbers in the format "They invested X and got Y." For example
  - a. "I had a client just like you who had a problem similar to yours ....."
  - b. "They brought me on as a consultant for their company, and within 1 month we closed a new business deal that earned them over \$560,000."

Every business should have several of these 'Investable Business Opportunity' stories for a variety of problem/solution scenarios. Find ways to weave them into your marketing, sales scripts, and selling systems.

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