

## Transform Your Intangible Service into a Tangible One to Attract More Clients



The benefit of purchasing a product in a retail store or in person is the ability to inspect the product. Rapport is also developed when you have a chance to talk with someone about it. But many professionals are selling services. One of the greatest challenges professionals have is how to make an otherwise intangible service – tangible.

Progressive Insurance has done a fabulous job in turning an otherwise intangible insurance service into the tangible. I'm sure you've seen their commercials with their spokesperson Flo surrounded by boxes with their logo on it. They demonstrate their service offerings, making insurance something people could put their hands around.

**Here are two tips to make an intangible service tangible:**

### **1. Use pictures – a picture is worth a thousand words!**

Graphic images work wonders in giving something people can visually identify. Progressive surrounds their spokesperson with shelves filled with boxes, giving the viewer a visual representation of their services.

With my teleseminars, I create a picture of a downloadable guide that accompanies the teleseminar. My clients can see what we're going to cover and complete the Guide as we go along. It transforms an otherwise intangible service into a tangible product.

### **2. Give samples.**

If you offer a service, extend a preview session of your services. When you do, you will develop rapport with your prospects and they will experience an introduction into what they could accomplish by working with you.

This is especially important if you have a type of service, like hypnotherapy or energy work. Offer a thought-provoking pre-questionnaire to get people thinking about what they want to uncover or work through in their life and give them a taste of what they can accomplish by working with you.

For another idea in turning an intangible service into a tangible one, review my blog article, [\*\*Create a Signature System To Pull In Clients Like Crazy.\*\*](#)