

The
**Credibility
Letter**
Template
2017

Credibility Gets You
Through The Door!

Perfect for letters and
presentations

Excerpted from works
by John Boyens



This Letter Gets Results

This Template Makes It Easy

EDITED BY ALAN L TARR



marasso

business publications

The Credibility Letter Template

Acknowledgment: Thank you to John Boyens of The Boyens Group (<http://www.BoyensGroup.com>) for allowing us to use parts of his creations “The Credibility Statement” and “The Credibility Letter”. John is nationally recognized as a top sales trainer and strategist and is the successful author of eleven books including *The Productive Selling Zone*.

Need A High Performance Marketing Or Sales Letter? Giving A Sales Presentation?

Try the Credibility Statement®

Often, whether it's writing a marketing letter or in the first, critical moments of a sales call or presentation, many of us find it difficult to get started in a way that points out the excellence of your company without it sounding like bragging or arrogance.

Have you ever heard or read statements like these?

- “You know, we’re the largest company of our kind in the region.”
- I think you’ll be happy you’re talking to us. We do this better than anyone.”
- Our firm is justifiably proud of the fact we’ve been helping companies like yours for over 135 years.”

Wow! Pretty impressive, no? No! All I hear is people spouting off about “How Great We Are” without a word or a whisper about you, your problems and how we’re going to help you solve them. Definitely no way to impress someone with your expertise and capabilities.

To help you over the hurdle of writing a marketing/sales letter or making that first cold call, allow me to introduce you to the Credibility Statement. Developed by John Boyens, it helps you create a success scenario that, as its name implies, give you instant credibility with your prospect. Here’s how it works.

Create Your Own Credibility Statement In Four Easy Steps

Just complete the following statement “parts” with examples from your own business and your own experience. You should change the statement for each prospect or group so the success scenario mirrors his or her needs.

1. **Introduction.** Tell about a challenge one of your customers (no names at this point) was experiencing before using your solution.

“I was working with another (Similar Job Title or Similar Company) who was having a challenge with _____.”

2. **Reasons.** Describe specific reasons for the challenge that only your solution was able to address.

“The customer was frustrated because _____.”

3. **Goals.** Describe what your customer wanted to accomplish with your help.

“What this customer wanted to be able to do was _____.”

4. **Outcome.** Describe concrete results (benefits) the customer gained as a result of using your solution.

“With our solution this customer was able to achieve these specific results:
_____.”

An Example

I have personally used the Credibility Statement in my own company, MoneyWords Marketing, to fashion a Credibility letter with which I had some decided successes. I have also used this template a number of times when working with individual clients.

Here is my letter.

Dear _____,

I was working with another home repair and remodeling business owner who was having trouble attracting new customers. This owner was frustrated because, although her customers were uniformly satisfied with her service, her website and advertisements weren't bringing in either the quantity or quality of new customers she's hoped for.

Naturally, she wanted to generate more web-based appointments and increase her closing, or conversion, rate. She hoped we could help sharpen her marketing strategy, differentiate her company from competitors and determine whether her marketing communications were up to par.

By tailoring her marketing guided by our four-step, Slippery Slide To Sales system, editing or re-writing some of her material, and adding two free offers to her website, we were able to increase ad response by 26% after only 90 days. When she trained her sales staff with the new materials, closing rate went from 19% to over 41%.

Try using this template to create your own Credibility Statement and Letter. Use your creation as a sales letter, the opening of a group presentation or in the first critical moments of a sales call.