

Is Your Pitch Breaking the Law?

According to the FTC, a product can only be marketed as *new* for six months. Salespeople routinely make a sales pitch under the premise that the product is actually *new*.

How many times have you primed a meeting by telling the customer you have something *new* for them?

Salespeople will lead with, “we started carrying this *new* product” or “we have a *new* line we are carrying.” Using *new* in this context means the product is *new* to you, not necessarily *new* to the customer.

Marketing a product as *new* is not as compelling as it used to be. Think of how many consumer products are marketed as *new*. Pepsi markets a *new* type of Pepsi by using “Real Sugar.” That’s the old original product, not a new one. Who can forget the 1985 Coca-Cola debacle where they marketed a *new* formula for Coca-Cola? Consumers actually protested the *new* formula. This utter failure led them back to the original formula. They labeled this *new*-old original, Coca-Cola Classic. The *new* products are the old products.

Be careful when marketing your product as *new*. It doesn’t have the pizzazz that it once had.

Before your next pitch, ask yourself if the product is *new* to the customer or just *new* to you.

Rather than *new* products, pitch *new* solutions to a common problem, a *new* idea to help boost profitability. Pitching *new* products may be overdone, but *new* ideas still sell.

In your next messaging campaign, pique the customer’s interest. Tell the customer you have a *new* idea, not just a *new* product.

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