

## **How Schlitz Beer Can Help You Sell More Of Your Products & Services**

Back in the 1920's, Schlitz Beer was languishing down in 8th place, out of the top ten brewing companies in the US. Then, they came up with an ingenious new marketing angle, which saw them shoot up from 8th, to 1st place in just 6 months—completely out-selling their competition!

What did they do, and more importantly how could you use the same tactic to make more sales?

Well, way back then, all the breweries were using the same basic message in their advertising: "Our beer is pure" All the breweries were brandishing the word 'pure' to describe how good their beer was. Unfortunately, the average beer drinker didn't have a clue what 'pure' really stood for.

Schlitz took the initiative, and started a marketing campaign that really made beer drinkers sit up and take notice. They didn't just tell people their beer was pure, they explained in great detail, exactly how their beer became so pure. They explained how:

- They drilled down two wells which were 5,000 feet deep, in order to go deep enough to get the best combination of water and minerals for their beer.
- They went through 1,623 different experiments over a 5-year period, so that they could find and develop the finest mother yeast cell, to produce the richest flavor.
- Their distillation process involved heating the water to 5000 degrees Fahrenheit, then cooled down and condensed 3 times, so that it was completely purified.
- When bottling the beer, each bottle was steamed at 1600 degrees Fahrenheit, to make sure the beer was free of bacteria and germs.
- To finish off, each batch of beer was quality tested to make sure it was pure and rich before it left for sale.

### **How You Can Use This Example**

When competing with other vendors that may be offering the same or different solutions as you are proposing, you must differentiate yourself. One way, as in the Schlitz example, is to explain in detail the "process" you used to come up with the solution you are proposing.

Detailing the process is effective in creating value in the eyes of your prospect, because your competitors will not do it. They will not do it because they take the "process" as a given, since they do it day in and day out. Your prospect, on the other hand, does not know the "process," and explaining it creates value that no other competitor will offer.