

Productization

Most of us find buying a product easier than purchasing a service. Thus, selling products is much easier than selling services. So, if you can turn your business services into products, it would be easier to sell them. We call reframing your service as a product "productization."

Contrast selling a service versus selling a car, TV, clothes, sports equipment, and other related items. Products are easy to visualize, touch, and are relatable. They sell based on excitement and anticipation, like speed, fun, style, or winning. Their benefits are obvious.

You may also have noticed that service providers like you on shows like Dragons' Den and Sharks' Tank very seldom win. On these shows, those with services find it much more challenging to help the audience visualize, touch, or taste what makes the services special. Often, the contestants could not distinguish their services from their competitors. There is also another major factor. You can demonstrate products, often in entertaining ways.

One way to overcome these obstacles is to sell services by packaging them as products. This process is called the productization of **services**.

So, what is the difference between selling a service package and a service product? It boils down to the customers' perception. While both packages and products seem the same, buyers perceive them differently. Buyers perceive a product as a single entity, so buying a single thing is simpler than purchasing a package with different components.

Now that you have heard the "big reveal," the question is, "So what"? Others have packages. Why is productizing your service any different?

Advantages

Sales Techniques

First, you could use all the standard product sales techniques by productizing your services. These techniques include limited-time offers, transitional offers, and more. All these types of offers have records of success. So, you could also use them to sell your service products.

Volume Selling

Selling fifty units of the product should have a similar effort or cost as it takes to sell ten units. Most services are not scalable. You cannot go quickly from serving ten clients to serving hundreds without changing how you do business, the hours you need to put in, or the money you need to invest.

Time Independent

By definition, a service involves putting time into servicing a client. With products, you seldom need to put added effort into customer service for each sale. But you will need to shift how you spend your time into building and marketing your products.

Mass Production

Your customers will receive the same proven product every time.

Perception

Packaging your services as products change your perception of what you are selling:

- Buyers typically buy commodities based on price.
- The decision to buy something from Tesla, Louis Vuitton, Nike, and similar brands is not based on price. It is based on the brand. Price is a secondary issue.
- When purchasing products referred by friends or having products with high ratings on Amazon, the price is not a primary deciding issue.

Products perceived in these diverse ways have prices that usually go from minor profitability to most profitable.

If you receive a referral, you bypass these and all other considerations because your buyers consider you a brand.

Transferability

Productizing Your Services also offers these benefits:

- You can transfer ownership to others within the company without affecting their value (Building a business that can thrive without you – John Warrillow)
- They add value to your company when you come to sell your company since the products no longer depend on just you.

Franchising

Given that you have made your products transferrable, you are in an excellent position to franchise your service products.

Collaborating

Given that you have made your products transferrable, you are also in an excellent position to collaborate with others because your services can be explained and recommended more effectively than an open-ended service.

Branding

A brand is a promise that implies that it will meet expectations. There are two basic types of brands: personal brands and corporate brands. I will argue that you want to be a blend of both private and corporate brands. When applied to yourself, a brand is the basis of a relationship. A brand is still a promise when used by a company but without a personal connection. For example, buying a Tesla does not mean you have a personal relationship with Elon Musk.

Indirection

Treating your services as a branded product has a surprising side effect – you can separate yourself from the brand. Branding adds a layer of indirection to what you offer. It remains your product, but your service product is not you. Consider that a prospect may complain that a product is too expensive. But not that you are too costly; the product is. If a prospect buys a product to achieve a specific goal and does not complete it, the product was not the right one, even if you may have done an excellent job delivering it. You can think of yourself as an actor delivering your performance as a product. But the product is not you. The "play" may be wrong, but you did your best.

Indirection allows you to package your services in diverse ways while remaining true to yourself.

Beyond Product Branding

I have had many good mentors who do not need to productize their offerings.

One of them is Steve Lowell. He speaks about "The One[®]," who is the person to whom others go when they want to establish themselves as the go-to" person in a particular business area. Another of my mentors said she had already packaged her services and did not see the need to productize them. People buy from her because of who she is and everything she encompasses.

There is another level above being branded as The One. It is a "Guru" – a person with stature whom others seek guidance in many areas of business and life. One that comes to mind is Brian Tracy, known as a motivational speaker and self-development author.

Both *The Ones* and *Gurus* are products in and of themselves.

Mindset

Productizing your services is a matter of your mindset. It allows you to think differently about how you sell your services. It also helps remove the fear that any mistake or omission will affect you personally. Viewed in another way, you own the product; the product does not own you.

Remember, if you do not change your mindset, you will get the same disappointing results as you do now.

Deprecating Packages

As mentioned earlier, it is easier to sell products than services. To overcome this disadvantage, service suppliers often describe their services as packages. These packages have two or more components, each with its sub-goals. This obscures the main focus, and the prospect is often overwhelmed with details that confuse the service's primary purpose.

Taking things to the next level

Once you have productized your services, you will want to sell them. But, to quote [Jon Schumacher](#), "People don't buy your product or service, they buy your offer." For example, if you were trying to sell

a set of knives, you would have a problem distinguishing your knives from anyone else's knives. It is the problem that Ron Popeil, a TV infomercial pitchman, faced. He is the one who came up with the catchphrases "set it and forget it" and "but wait, there's more". The first catchphrase reduces the complexity of using a product that he was selling to a very simple process. The second catchphrase engages the prospect to want to learn more. This approach was so successful that it made him rich and it is still used today by most of those successfully selling seminars, courses, and products.

As you know, as EntreBahn accredited experts, you have the ability to sell your service products using EntreBahn's curated catalog. Using an approach similar to the ones above will increase your chances of success.