



Admit it...you're in sales!

Something that has fascinated me more than anything else in business, is the reluctance of salespeople to admit that they are in sales. Last year I trained a group of 12 Key Account Managers and not one of them considered themselves in sales! Frightening, but very common! Over a hundred universities in the USA offer degrees in sales, because selling is a profession, and the 'sales team' (who is actually everyone in a company) needs to love the selling profession.

Here's why we need to love selling?

Selling is the sharp tip of the pencil. Ever been writing and the pencil tip goes 'ping' and you have no lead left? Well that's what life is like if you can't sell. Without even realising it, we all sell products, services and even ourselves, on an ongoing basis. You sold yourself to your partner, current employer and may even have to do it again! If you go out of business there will probably be just two reasons for your decline – capital running out and/or lack of selling ability. Top entrepreneurs like Thomas Edison and Coco Chanel proudly considered themselves salesfolk. Did you know that salespeople also have the lowest stress related disease and divorce statistics on earth. This is probably because optimistic people do well in the selling game and outsell pessimists by about 40%. (Pessimists then change their careers and join the stressed out folk.)

Here's why we *don't* like selling.

Every job title has a stigma attached to it, and selling seems to top the list in this country. It's unfortunate, but we have all felt the sting of the 'high-pressure' salesperson, and ended up buying something we didn't want. This is NOT selling! Top salespeople are so 'rich' in their lives and careers they don't need to go after a high-pressure style to sell. 'Poor' salespeople, on the otherhand, are so hungry for the money that they don't put the *client* first, and consequently make less money, become poorer and deploy more sting-tactics. They don't last in the selling game or hop to the next industry. **Do not associate this sort of selling with the job title 'salesperson'!**

Here's how to change your mindset.

I've taken one of my favourite spiritual gurus quote, Deepak Chopra, and added comments in parenthesis. Read it 3 times or until it blows your socks off!

*"The possibility of **stepping into a higher plane (i.e. of high-trust-selling)** is quite real for everyone. It requires **no** force or effort or sacrifice. It involves little more than changing our **ideas** about what is **normal (i.e. you don't need to be an unethical, smooth talking, manipulative crook)**." Deepak Chopra, world leader on teaching well-being*

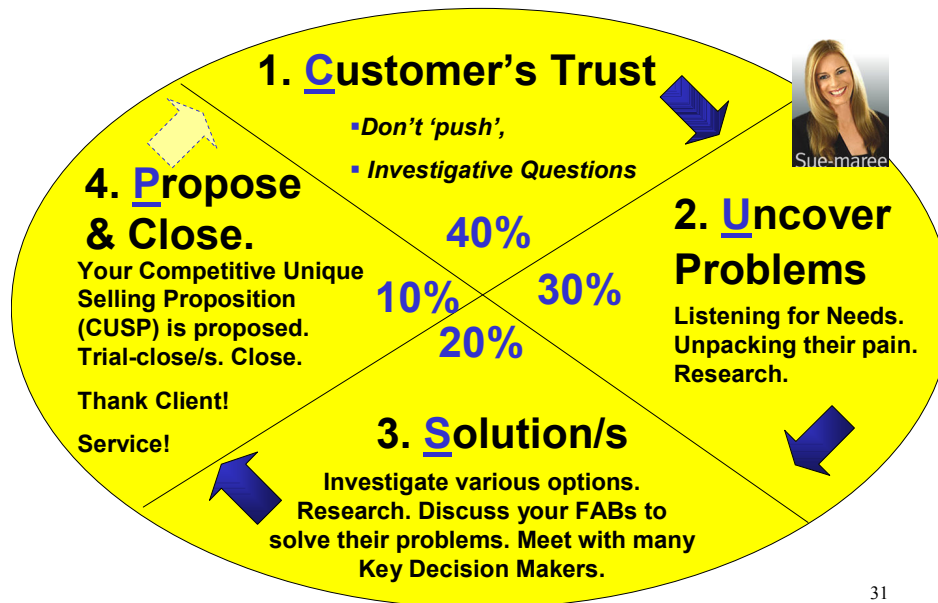
Change your **reluctance** in calling on your next Customer to **excitement!** Get excited about *helping* your Clients to purchase their perfect solution, from you.

This mindset, and tips on the next page will give you a major competitive advantage.

Definition of High-trust Selling:

The salesperson guides the client through a high-trust and low-tension experience, a win-win technique or mindset of 'selling' that puts the Customer before the 'sale'. First by building Trust, then uncovering their 'Problems', followed by offering them the best solutions or 'Propositions', closing the deal becomes a mere formality – **and thus 'Closing' becomes the most enjoyable part of the 'selling' experience for both parties.** (Markitects)

The CUSP[®] Selling Technique



Selling is like dating:

Selling is Seduction. The most important part of selling is to build **trust/credibility** while removing the buyer's tension. Selling is almost identical to the seduction process of a couple meeting on a first date. Ideally for the 'date' to go well, there needs to be an introduction, then a bit of small talk to relax both parties. Very quickly both parties are alert to looking for common interests, which makes them feel like they have known each other for years. **Trust sets in** and tension drops. After a few more dates, both parties then move on to **solving each other's real problems** with *explicit* proposals (positive tension)! However, to avoid "beating about the bush" with months of dating (*tacit* negotiations), here's how to drop tension, build trust and move to the Proposition fast. I hope you test it out...see below questions!

What's important to you about...(the product)? (I.e. What's important about this evening to you?)

What are you looking for in a...? What would you like to see improved?

How am I doing so far? Is there anything I could do to serve you better?

If you need a more in depth article on the same subject...shout! Ian R