

FORGET YOUR PRODUCT OR YOUR SERVICE: DO THEY LIKE YOU???

How simple life would be if we could connect with anyone we meet and have them think we're the perfect salesperson. Unfortunately, many of us never get a clue as to what it is that draws prospects like magnets to certain salespeople. Three personal qualities have been shown to positively impact the bottom-line. Luckily for you and me these qualities are not instilled at birth but are learned and re-learned throughout a lifetime. They include the abilities to be trustworthy, credible, and likeable.

Trustworthiness

We all love people we can trust. Clients are no exceptions. In fact, clients, more than anyone else, expect us to be trustworthy. They say subtly and not so subtly that unless we're honest in our dealings with them, there's a competitor waiting at their door to take our place.

So how do we convey to our clients that we're trustworthy? We do so in both verbal and nonverbal ways. Remember to:

- Hold yourself accountable for everything you say or do;
- Make sure your words and actions are one and the same;
- Strive to tell the truth at all times; and
- Admit when you don't have all the answers.

When clients come to trust us, we have less to fear from our competition. We know that a fancier product or gimmick, even a lower price, won't lure them away.

Trustworthiness is the glue that cements all good relationships and helps mend those that are about to be lost.

Credibility

One of a salesperson's greatest challenges lies in knowing what drives people to make a buying decision. In other words, what is it that motivates a customer to buy from one salesperson and not another? The answer usually involves the credibility of the salesperson. Unless we can convey to our clients that we're knowledgeable and have proof to back up what we're saying, we run the risk of being perceived as just another

salesperson. Sure, we may make the first sale but getting to the second could be a difficult task. Remember to:

- Do it right the first time out;
- Back up everything you say;
- Know your stuff; and
- Be prepared to ask questions that matter to your customer.

By being perceived as credible, we reduce the chances for miscommunications and increase the chances for long-term relationships.

Likeability

What do you think people like most in others? They like people who are like themselves--people who make them feel comfortable and at ease. The wise salesperson needs to convey the message, "You and I have a lot in common." If you're serious about making your customers feel at home when they're with you, remember to:

- Look for clues that suggest potential interests;
- Find common ground between the two of you;
- Discover what's most important to your customer; and
- Speak a language your customer can relate to.

When your customer feels as if they've known you for years, you're headed in the right direction. By being trustworthy, credible, and likeable on a regular basis, you'll consistently improve your sales results, regardless of the economic climate.

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To Contact the Maixner Group

Phone: 503 722-8199
E-mail: KMaixner@TheMaixnerGroup.com