

# **HOW SELLING IS LIKE DATING**

Karen Lawrence

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## DEDICATION

This book is dedicated to my friends and business associates who supported and helped me throughout the process. Your friendships are invaluable! You know who you are. Thank you!

Also, to all of you who are in the sales profession, and go out daily to press through the rejections and the challenges all in the name of profit. Keep on selling!



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## HOW SELLING IS LIKE DATING

## INTRODUCTION

This book is intended for all who are in sales or business of any type. The novice will gain useful tips, advice, and situational insight that can increase their sales dramatically. For the expert, you will find it packed full of reminders on how to interact with prospective customers and have a few laughs at how similar selling really is to the wonderful world of dating!

Although the content is geared toward selling, consumers will find it entertaining as well. Filled with analogies and humorous anecdotes, we are taking a personal look at the oldest profession out there as it relates to the sales game. The intention is to educate and help us “lighten up” on the way that some perceive the sales profession.

In life, we are all trying to “sell” something. Our image is our reputation, whether it is positive or negative, it will follow us and is there for the world to see. Yes, even those of you with the “take me as I am” attitude go to great efforts at times to let others know that in order to be a part of your life, people will have to just deal with who you are and what you stand for...that, my friend, is selling “yourself” too.

**Enjoy the read!**

**Disclosures, disclosures, disclosures:**

The pronouns he or she (or any gender reference) is inserted for impact and the flow of reading. They, by no means, indicate any type of gender stereotype.

The terms salesman or salesperson are interchangeable and are not meant to show gender discrimination.

Any reference to any dating websites or events are just added for impact and/or humor. They are not an endorsement or meant to discredit the value by their mention.

Use of the word "date" in a business situation is not to be taken literally. It should go without saying, that the term is used to mean a business meeting. It is, usually, not a good practice to date your clients and prospects. But, you never know what may transpire!

Please familiarize yourself with current laws and restrictions regarding marketing. This is especially true with cold calls, email marketing, ethics and even specific industry regulations.



## **CHAPTER 1**

# **HOW WE MET**

As a business owner or salesperson, how much time you spend “romancing” your prospect depends on whether you are looking for a one-time encounter (a quickie sale) or a relationship that leads to a long-term commitment! Let's begin with a brief description of a few ways to meet. Don't worry, we will get into the "nitty-gritty" helpful details as the book progresses.

### **THE MIX ‘N MINGLE**

Here's a scenario: Imagine you are a single

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woman at a cocktail hour and a very attractive man approaches you. He is friendly, charming, well-dressed, has a great smile, and seems genuinely interested in getting to know you. What do you do? You smile back and answer his questions even though some of them do seem a bit odd to ask a stranger at a bar. So, of course, you overshare and giggle a little to yourself as he leans in just a bit to really “hear” what you are saying. You think to yourself *“out of all the women here, he picked me to talk to”*...and *“he is so charming. I hope he’s not married.”*

You get the idea...

Suddenly, your focus sharpens as you see him reaching into his pocket telling you he “has something for you”. Then, out it comes ...his business card. You think *“oh, he wants me to call him...okay...it’s the 21<sup>st</sup> century, I can do that”*.

As he is handing over the card, he says:

***“Let’s get together for lunch, will next Wednesday work for you?”***

You say:

***“Absolutely, it’s a date!”***

What just happened? I’ll give you a hint. You

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were NOT asked out on a date. You were asked to attend a one-on-one business meeting where you will likely receive a sales pitch or bond over how you can help each other get more business. You were at a business networking cocktail hour.

For a minute, you forget that this was a BUSINESS networking event and not a singles cocktail hour. Often, it is difficult to tell the difference. **Selling is like dating... and so is networking!**

Before we move on to the really good stuff, let's explore just a few other ways to pick up a "date".

### **SPEED DATING**

Now, consider this scenario: There you are, sitting at a long table and you notice the others around you are a little fidgety. You overhear some inaudible mumblings and see some people are focusing their attention directly on you.

You are waiting patiently with high anticipation and expectations. You say to yourself ***"I hope I meet the right person tonight. I wonder if we'll have enough time to know if we would make a great***

***pair? Ohhh...maybe I'll meet more than one who will be perfect for me! Wouldn't THAT be great?!*** Then, it begins, person after person sitting down in front of you asking you questions as fast as they can and many of them telling you they'd like to "spend more time with you".

You think ***"Finally, SUCCESS! This is awesome, this will really work...it's a smorgasbord of potentials and I can just have my pick"***.

Where are you? Nope, it wasn't speed dating. It was, of course, a speed "networking" event.

Just like speed dating, speed networking is a fast-paced event where you have just enough time for a quick introduction and a question or two to see if there is compatibility. Choose your questions carefully so you can get to what really matters...that is, finding the perfect match (or matches)! Since this is a business-to-business event, you might ask questions similar to the following:

***"What is your greatest struggle with your business?"*** This is good if your business supports other businesses.

***"How do you handle the stress and fast-paced life of running your business?"*** You

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might ask something along these lines if you are in the healthcare or supplement industry.

***"What types of people do you hope to meet at this event today?"*** This is a good one to get to know what their intentions are and a great opener for you to become a trusted resource or connector for them. Remember the *Law of Reciprocity* - you do something good for me and I will want to help you in return.

If things go well, you can tell them you'd like to follow up to learn more about them and how you can help each other. Then, maybe you can set up a "date" for later.

### **THE BLIND DATE**

Have you ever been on a blind date? It can be scary in the dating world. You don't know the person or their intentions. Usually, a mutual friend or acquaintance sets you up.

In sales and business, it is very similar but not quite as scary. A mutual friend or acquaintance still sets you up to meet. Sometimes it is done with an online email introduction to both parties. And sometimes it is a phone call. Who you are "set up" with

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will determine if it is a mutually beneficial business-to-business relationship or a prospect that needs your help. The latter is commonly called a referral. I'm sure you have heard that term before. And, if that is the case, you have a pretty good chance of this relationship "going somewhere". That is, unless that referral is really just a lead.

What's the difference? The difference is how you interact on the date and your chances of it being a successful one.

**Leads** are prospects who have shown an interest and may or may not be shopping around. They may have already met with someone, or even a few others, who have a similar product/service as you. Your job is to convince them that you are the right person for them. The person who introduced you may not even know them that well. So, tread softly and ask lots of questions when you meet them to see where they are in their search for your product or service.

Ask questions like:

***"How long have you been looking?"***

***"Who else have you met with regarding this?"***

***"What's most important to you when finding a \_\_\_\_\_? ...or when purchasing a \_\_\_\_\_?"***

**Referrals** are usually people who know the referring party fairly well. They are looking for, exactly, what you have to offer. And they are almost always ready to commit. Leads are sometimes ready to commit too, but you have to work on your discovery questions a little more to get that ever so important information and "draw them in".

## **WE MET ONLINE!**

Social media is the online dating tool of the business world. You will schmooze and connect on Facebook and other social forums. Telling near strangers how fantastic the pictures of their stir fry dinner looks... and, how adorable their new baby is...

Let's not forget the ever so popular Twitter where you can shoot out one-liners on just about anything you want. Just don't forget the hash tag to make sure the "right" people will respond. There are many other social media websites and the rules and etiquette vary. Find the ones you like and make some connections!

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The virtual opportunities are endless. We can suggest that two of our friends “connect” ...provide "shout outs" and testimonials of their work...and even check out how many other people “Like” them before we commit to taking it to the next level.

In the world of online dating, creating an intriguing profile and posting eye-catching images (and even videos) is the only way to get the attention of your prospective love interest. The same is true for your online business profiles. For many of you, it may serve you well to create two profiles, one for your personal friends and family and another to connect with prospects and clients.

There are a couple of theories of how you should market yourself in the online world to attract clients. You can be completely and totally yourself displaying your perceived shortcomings and insecurities. Or you can use these incredible platforms to put your best self forward (just like you would with an online dating profile). Let's just be clear here, the intent is to put your actual best self forward and not be deceitful or make promises that you can't deliver. **Confidence in yourself and your abilities creates a feeling of safety and trust for your future prospects.**



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I often tell the business owners I educate that the first thing I do when I meet someone new is an internet search. This is not to "cyber stalk" them, but to get to know a little more about who they are and some useful tidbits about their business. I read reviews, check out their websites, and then I go onto a few social media sites to see "what they talk about" and what types of pictures they post. What am I looking for? The image they portray for the world to see.

As an example, when there is foul language or bad-mouthing of others I stay away if it's a business-to-business relationship I'm considering. If it's a prospective client, I can get a peek into their interests and the type of personality they have and gear our future interactions in a way in which they will be most responsive.

Here are some tips to keep your online image professional and still be attractive to others:

- Do not use foul language or bad-mouth others. (as I mentioned above)
- Avoid posting extreme political and religious viewpoints. (unless it is part of your target marketing)
- It is okay to post pictures of vacations and family as long as it is only one or two at a

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time. This helps people know the person you are and what is important in your life. Everyone's child is the most beautiful in the world, but most people don't need or want to see dozens of pictures of him napping and eating. You might want to save most of those for your truly personal page and not the one you are using for business marketing.

- I do encourage posting landmark events like the first day of school, an award your child received, or even sharing a funny experience that happened. It shows the human side of you.
- Unless you are a chef or own a restaurant, avoid posting pictures of your daily meals. If you are posting your delicious meal to promote a restaurant you want to endorse, then go for it.
- It IS social media, so get social. Indulge yourself in commenting on others' posts. Interact and support those you have relationships with or those with whom you want to build a relationship. You might want to be careful to not SPAM those comments with business ads or you will lose some contacts quickly.
- Make sure to acknowledge and thank those who comment on your posts too.

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This reinforces them taking the time to make that comment and may encourage others to do the same.

- Post articles of interest to get people talking. This also let's your follower see that you have something interesting to share and they may "keep their eye on you" to read more. Try to keep them a bit on the non-controversial side so there is not a movement to "kill the messenger".  
**Your reputation can be destroyed by one wrong post or comment on a social media website.**
- Make sure you regularly post something about your business (on your own pages or business groups only). What impacts me the most, in a positive way, is when I read about how someone was helped by the poster. Go ahead and share a great testimonial that is given about your service or business and how happy you were to receive it. This shows how much you appreciate your clients and customers.
- Absolutely go ahead and use social media to post any upcoming sales, events, or news about your business. Your followers are following you because they CHOOSE to follow you. You can assume that they

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want to know what is going on in your world.

- If someone is SPAMMING your page or making inappropriate comments, it is okay to delete them and unfriend the culprit. However, keep in mind that if you are getting bad comments about your service, it "might" be best to leave it and solve the problem right then and there online. This shows that you are concerned about your clients and will do what it takes to make things right. You must decide for yourself what is appropriate and what you are comfortable with in each situation.
- Always STAY POSITIVE and SHOW GRATITUDE.

## **STANDING OUT IN THE CROWD**

We've touched on a few different scenarios where you may be in a social type setting to meet some new prospects. Now, it's time to share how to connect at a business-to-business formal networking event. This method of connecting with other business owners has experienced a rapid growth spurt over the past several years with ever-

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increasing numbers of people starting their own businesses. There are groups that meet weekly, bi-weekly, or monthly on some sort of regular interval. At most of these types of events, the facilitator will provide you time to show off for 30-60 "commercial" seconds. That is your time to shine and share about your business. All eyes will be upon you and you really have to stand out to make an excellent first impression.

Here's the situation:

You walk into a room filled with strangers, pause and look around for a few seconds. Business cards are flying everywhere! You see small groups of two or three business owners or salespeople standing around chatting. Most of the people seem to be having a good time and conversation is flowing. But, you do see one or two people who are just sitting down at a table not talking to anyone. Maybe they are checking their voicemail or sending some text messages. So, you decide to have a seat too. Since you don't know anyone yet, it seems the appropriate thing to do.

**STOP! RETHINK THAT!**

**Is that what a powerful and successful salesperson would do?**

## **Not a chance!**

Aren't you there to meet people? Don't you want to learn about who else is in the room and how you may be able to help each other? Don't you want to start to build some great relationships with this dynamic group of people? Who knows...you may get a few "dates", or make a friend (become possible future advocates for each other's business).

If you are lucky enough, a few of the regular attendees may approach you even if you do sit down. But don't leave your fate in the hands of another.

**Your first move** should be to see if there is a registration table or someone who appears to be greeting people - find the person "in charge" if at all possible. Then, go introduce yourself and let that person know it is your first time there. They probably already know this, but if you are a little timid to approach strangers (which is probably the case if your first instinct was to sit down rather than talk to people), that person likely knows everyone else in the room and just might introduce you to a few of them. Now, you are on your way to becoming one of the "in crowd"...one of the "popular kids"...well, at least in that group. It all starts with just saying hello...so easy!

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In this situation, the other people in the room may want to immediately share who they are and what they do and, **it's okay for you to do the same**. You are all there for the same reason, to get attention and get more business. But remember, it's just an introduction and NOT the time to sell anything to anyone. Turn on the charm and show a genuine interest in them, the group, or anything else instead of the focus being on your products or services.

I have organized and facilitated networking events like these for many years, and I promise you that if you lead with a sales pitch in the "meet and greet" portion of the event people will, quite frankly, stop listening to you. Think of an established networking group like it is a family. They have had time to bond and socialize with each other. Relationships were built, and "dance cards" (one-on-one meetings) have been completed before you arrived on the scene.

They have used each other's services, bought each other's products, and referred each other to many of their own friends, family, and co-workers. Don't expect to just become an automatic member of that family...you will need to take your time. They must get to know you. You have heard it before from many of the experts out there...but I will say it again for those who are new to sales.

## **People do business with people they know, like, and trust!**

My personal take on that phrase is that it IS true...but, **the most important part is the trust**. People will sometimes do business with people they don't know, or may not even like that much, because they have that need, want, or desire for their product or service. However, it is a rare and crazy occurrence when people do business with people they do not trust. This reinforces the fact that you must do what you say you will do when you are in sales or business. You know the saying "under promise and over deliver". It holds true. If you over promise and cannot or do not deliver, then that is one more checkmark on the cons side of the list of doing business with you. If you learn or implement **ONLY ONE** thing from this book that is the one thing.

## **DO WHAT YOU SAY YOU WILL DO!**

(And, of course, that is true in the dating world as well.)

Okay, you're still at that networking event. The formalities are out of the way. The facilitator has likely made some announcements and everyone is sitting there looking, waiting in anticipation for that moment when



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all eyes will be upon them. Some are practicing their "commercial" to themselves right at that very moment. They are wondering what they can say or do to get the others to notice them...and, perhaps even like them.

You, again, look around the room and see the expressions on people's faces. Some of them are looking at their phones. (in their defense, they could be taking notes and not checking messages, but it still appears to some as if something else is more important), some of them look bored, some look as though they have someplace better to be, but there are one or two who are sitting up and alert. And, yes, they look HAPPY to be there!

### **Which one are you?**

Nobody likes a party pooper and nobody likes to be around grumpy and unhappy people. But, nearly everyone is comfortable with the people who put a warm smile on their faces. Think about that for a minute. If you are walking along the street and someone smiles and says hello to you, don't you just feel good for a little while afterward? That is, as long as they don't say it in a creepy "I'm looking right at YOU" sort of way. You know the type I mean. If you want people to warm up to you, you must be warm and welcoming yourself. A person's body language and facial expressions can say a lot about what they are

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thinking, and some of those thoughts might be best kept to yourself. Be alert and in the moment.

Here it comes, it is almost your turn. You think to yourself ***"I'm next. I hope I don't mess this up. I really want them to see how incredible my product is and how they ALL need it."***

Suddenly, it IS your turn and you stand up (because that's what the others did) and get started. You get right into it sharing all the great features of your product...as a matter-of-fact, you do it exactly how you learned about it yourself. Time is up! Oops, you forget to say your name but don't notice it until after your 30 seconds are up. That's okay, you still did great, right? Wrong.

The truth is, it was your first time there. And, now, not only do they not know your name, but they have no clue what you want from them (because you do want something ...referrals, business, clients, money) or how they can even help you when, and if, they do welcome you into the "family".

Have you really done what you need to do to peak their interest?

The truth about the 30-second commercial is that what most people learned when selling

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their product or service is that it does not apply to this type of networking event. You are not there to sell anything to anyone. Are you surprised I said that? You shouldn't be. Networking in this type of family environment is about building relationships. The selling comes after the acceptance. Once that relationship is on solid ground, the other members will want to support you, defend you, advocate for you, and help you in any way they can. That's what family does!

It's not my intent to confuse you here. You still want to share who you are, what you do, and what you have to sell. You are just not there to sell it to **them**. At least, not until they get to know you a little better.

Below are the simple steps to a great networking commercial that will peak the interest of the people who hear it. They will want to get to know you better...I promise!

- **Stand up and smile.** (Movement draws attention and that is why standing is important when possible.)
- State your **name and your business name**. Briefly, and **sincerely, thank** the attendees for welcoming you and/or the facilitator for gathering everyone together ...and then **wait**. You wait in silence for just a second so the ones who are

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distracted will now have eyes on you because the **first few words that came out of your mouth were words of kindness and gratitude.**

- During the next few seconds you have a couple of options: You can ask a quick question of the group that relates to how your product/service can benefit someone they know (interaction draws attention too). Or, you can just share a brief sentence or two about how you or your product has helped others to (look better, feel better, simplify life, make money, etc. ) and be specific.

Now you have their attention because we all want something that will help us. That's right. It is not about the actual product or service, it IS about how it has made a difference.

- Close with your name/business name again and a tag line. Your tag line is a few words or short sentence that helps to reinforce your brand.

Note: Humor and props (any item related to what you are talking about will work) are also a great way to attract attention. If you can insert a little in your commercial it helps people to remember you, and that's just points in your favor!

**Some Tips to Networking Like the Pro That You ARE:**

- Always arrive early.
- Check your email and texts BEFORE you enter the room.
- Prepare yourself mentally to be positive, present, passionate and pleased to be there. Put a smile on your face.
- Do not expect immediate sales (you can't just "move in" with someone you just met...well, you could but it rarely works out).
- Find the person "in the know" if you are visiting for the first time.
- Introduce yourself to the others who were there before you.
- If you are a veteran networker, make sure to introduce yourself to all of the new attendees either before or after the meeting.
- Follow the rules (stay on time when doing your 30-60 second commercial).

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- During your commercial, make sure to thank the group for welcoming you.  
(warm fuzzies)
- Stick around when the meeting is over and talk with the people to whom you think you can be of service.
- Set up some calls or meetings when appropriate.
- Follow up with an email, personal note, or call **to those who took the time to chat with you.** Simply thank them for making you feel so welcome. (this personal touch done with sincerity may help fill your "dance card")
- Go back again if you feel the group is a good fit for you.

Unless you are a true networking pro, it can take several months for you to be accepted. This is not unlike that special someone who is dating a loved family member. Networkers who are loyal to their families want to know that you will stick around and not stray at the first opportunity that comes your way. My suggestion is to find two or three great networking groups and make yourself at home. These are professionals who, in most cases, want to support and help each other

grow. And many believe that "family" comes first!

## **I KNOW YOU WANT ME**

***"I've heard about you."***

Sometimes your reputation is known and the word is out that YOU are the person to see. That's great because we are assuming it is a good reputation! Now you know that you ARE wanted and you can relax, just a little though.

You may be contacted by someone because **you** have exactly what they need, want, or desire. Yes, you can relax a little, but now you have another concern. You have to live up to your reputation! In this situation, it is fairly easy for a seasoned sales professional to close the deal and can be for a novice too.

First you **MUST** show appreciation and thank them for contacting you. Next, you must ask how they heard about you and, if possible, find out what was said but don't push it (after all, it's really about the customer and not you). This is so important for a couple of reasons:

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- You will have the opportunity to thank the person who sent them your way (if it was a person and not some other marketing you did). This helps to reinforce the referral and their continued advocacy on your behalf.
- By learning who it was and what was said, you may gain some insight (based on what they share) about what was important to that particular customer. For example, if it was your awesome service oriented approach, you will want to keep up your charming personality and focus on the customer. Or, if it was the product or service, then you know to be a little more focused on the benefits of what you are trying to sell. Make sense?



## CHAPTER 2

# ATTRACTING THE PERFECT PARTNER

### **Looks matter...sometimes!**

There has to be mutual attraction or interest for it to work. And, sometimes, it takes a little work to get the attention of the one you want. You will need to dress the part and act the part to get and keep that attention.

**First things first, are you putting forth the best image of yourself?**

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The type of business you are in makes a huge difference in the way you dress. A business suit or professional attire denotes a feeling of safety, security, success and even trust. If you are in a field where a suit is not appropriate, you still want that image of professionalism and trust. You might wear a shirt with your business logo on it. This can show stability and professionalism. It also has the added benefit of being a great little marketing and branding tool for those who don't know you or your business yet.

Whatever you wear, make sure you are clean and well-groomed. It **should** go without saying. But hey, some people just need a little reminder. I cannot tell you how many business networking events I have facilitated and attended where people have shown up looking like they just rolled out of bed (no pun intended with the theme of the book).

On a side dating note, and because I want to show the analogy to sales, I'll share a real life example. A few years ago, I was chatting with a man on an online dating site and I was very impressed with his intellect and personality. His profile pictures showed a gentleman who was professional looking and confident.

Imagine how excited I was when he asked to meet in person. He was just what I was looking for! So, we set up our first date. Well,

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you can imagine my surprise when he showed up at a nice restaurant wearing shorts and flip flops on our first date! Granted, I do live in Arizona, but still, first impressions do matter. I always try to give the benefit of the doubt, so I told myself that it was okay, it IS hot outside and he must have just been in a hurry or something. But wait, I forgot to mention that he actually WAS a little late...so the story I told myself must be true. He introduced himself, sat down, and said ***"I'm sorry I was running late. I had to stop at home and change to get out of my suit."***

**WHAT???** Are you kidding me? I wasn't worth the suit? He was already wearing it after all. So, he decided that, **to meet me, he should put forth a little extra effort** "go the extra mile" (pun intended here) and put on his worst outfit (just assuming) and THAT would lead to the beginning of a great relationship.

There was not a second date.

Now, before you think I am too superficial, there was not a second date for more reasons than just the attire, but the story relates to the subject at hand. He did not live up to what I saw in the "ad".

## **YOU'RE SUCH A FLIRT!**

Now that you have their attention with your awesome professional appearance. It's time to turn up the heat. Yes, it's time to flirt.

Schmoozing is flirting on a whole different level! Yet, in so many ways, it is so similar to trying to get a date.

There are a few different approaches you can use to keep the attention of your prospect. But, the end result is the same...you want to try to build a relationship. As simple as it sounds, it can be quite awkward for some and a breeze for others who are socially adept. If you are the former type, it is so important that your prospect does not sense your nervousness. If you need to practice "flirting" with some willing friends, go for it. A good friend will let you know if you are on the right track. And, practice does make perfect!

**Your goal is to simply entice them just enough to make them want to see you again.** I am talking about a meeting where real business could transpire. And, depending on your type of business, you could close the deal right then and there.

**Here are a few simple steps to schmoozing your way to success:**

1. Please, **do not lead with your business card.**
2. A simple greeting with your name is enough.
3. When your prospect responds, simply ask them "break the ice" types of questions. Tip: Imagine you are at a social event (you probably are if you are in the "flirting" stage) and you want to get to know the person. Just don't get too personal. (You do not want to give the wrong impression.)
4. **Go with the flow of conversation.** Get to know each other a little bit. (that's the "building rapport" part that great sales-people do so well) How long this part lasts depends on where you are and how many other people there are to meet. It could be a few seconds or a few minutes. And, be respectful of their time.
5. Enough chit chat...now it is time to take control of the conversation. If they haven't asked you what you do for a living yet, ask them. They will almost always reciprocate and there's your "in".

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6. Now that they know what you do for a living, you can add something like ***"I'm looking to expand my practice...do you happen to know anyone who is interested in/has a need for/is in the market for....?"*** At risk of losing them forever, be very careful at this stage to not sell them on something UNLESS their response is *"YES, I'm interested myself!"*
7. Wrap it up. If they show an interest themselves, then set up a date right then and there. If they don't know anyone or are apprehensive to share information about anyone they know (after all, they don't know you yet), you can still set up that date. Simply say ***"It was so great to meet you! I'd love to continue chatting with you. Would you like to set up a time for a coffee or lunch?"*** Remember to get their contact information first, then give them yours.
8. Go to the meeting and make sure you focus on them and listen more than you talk.

## **MAKE THEM WANT YOU**

Congratulations! You're on a date!

You caught the attention of your desired one, set up the meeting, and you are on your first real "date". Now, is your time to really draw them in and make them want you. Are you ready for this?

You will first want to "reconnect" by revisiting that rapport building stage. Be warm and welcoming and show a genuine interest in them. Ask the same types of questions as you would when being reacquainted with a friend you haven't seen in a while. Make sure you ask questions with sincerity and real interest. Listen actively and respond appropriately. You do this because, you do care and you do want to stay connected and build a better and stronger long-term relationship.

**If you do not truly care about your clients or prospects well-being, they will know and your relationship will be short-lived.**

I must warn you here, you may find yourself getting a new friend as well as a client. We can't have too many friends!

## **What do friends do?**

### **Friends are natural advocates for your business!**

At least the good ones are. Just be genuine (can't emphasize that enough) and don't abuse the situation and start using people or misleading them. You know the type I'm talking about here. **Users are losers!**

Once you have reconnected, it's time to get down to business. It's okay to start talking about how excited you are about your business. Share what's new with your company. Talk about a client (no names please) who gave you a great testimonial and how wonderful it made you feel. If your "date" is interested in the least little bit, they will ask you more questions. Make it conversational and not "pitchy". Depending on the questions they ask, you will know their interest level.

Even if they don't buy from you (but they likely will), they found out that you are a great person. And, if they know anyone in the future who needs your products or services, they will likely send them your way. As a bonus, you may have made a new friend too!



**PICK ME! PLEAAASE PICK ME!**

Over the years, I have been on more than one first date where it felt like I was verbally accosted by the words that came out of my date's mouth. Phrases such as ***"I am a good man and I will make you happy if you stay with me."*** or ***"I can give you anything you need or want if you will continue to date me."*** and even one that said ***"I will wrap you in furs."*** were literally spewing out of their mouths. Remember, these were first dates!

**Those particular men were trying to "sell me" on committing to them before they got to know what I was even looking for** in a man. My thoughts were that, although they have some guts and it may all be true, these men were desperate and I needed to run away as fast as possible. That is just not sexy or appealing in any way.

Save the spiel unless you are doing a presentation to a group. Nobody wants to be "sold to" and, especially, not in the same way you sell to EVERY OTHER PERSON. People are individuals and they want to be treated, and spoken to, in a manner that shows them that you understand exactly WHO they are and what THEY want.

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In sales, some of us are taught to practice and give our pitch in an attempt to convince or persuade people to buy our products and services. Sure, that's okay if you are going to sell by process of elimination and have a "hit or miss" attitude. There is truly an art to the sales process. The art is in taking the time to know your client, and asking the right questions, so you can provide the solutions in a manner they can relate to. You might have the answers in your pitch, but the pitch itself or the fact that you are doing a pitch, may be the ultimate turnoff to that person and the deal breaker itself.

If you are in a one-on-one meeting with a prospect, your goal is to draw them in. You want the conversation to be an interaction. You may have heard the expression that "selling isn't telling". You need to **ask** open-ended questions that will help you discover what it is that will trigger them to buy from you. And you must **listen** carefully to their responses. Avoid using phrases like "most people", instead say something like ***"From what I hear you saying \_\_\_\_\_ is very important to you."*** Then, follow through from there and help them get what **they** want.

**Remember, it's not about how much you know...it's about how you make them feel!**

If your prospect "feels" like they can trust you and they feel like you have a good connection, you did your job well! There may be a future with the two of you after all!



## CHAPTER 3

# BUILDING OUR RELATIONSHIP

### **Communication is Key!**

There is nothing worse than waiting for THAT call! Some of you may remember the days sitting by the phone waiting for a call back from that "special person" or even a response to a text or email you sent. Do you remember the feeling of anxiously waiting to hear something...anything! You may have thought they forgot about you or that they just don't care!

It can't be said enough that first impressions do matter. Another aspect to making a great

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first impression is to call, text, or email when you say you will. And respond in a timely manner.

Those same feelings of youthful angst can come around again in business. Whether you are a client or a customer, it is SO frustrating when you do not get that reply or response that you expect when you expected it...if at all.

To get off on the right path to a long and prosperous relationship, you (as the dutiful salesperson) must rise above and set the example. Just do what you say you will...it's easy most of the time. I know emergencies arise, but you will almost always have access to a phone to explain the unique (one-time) event that has delayed you. Most people will give you another chance. That said, if you are consistently calling with excuses, your relationship will be a rocky one at best. And will, most likely, end in neither of you getting what you needed or wanted out of it.

**Here is the response formula I try to follow:**

**Texts:** ASAP – or as soon as I get out of my meeting

**Email:** within 24-48 hours

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**Calls:** It must be important if they took the time to make a call these days. I reply ASAP by text or email to let them know I received their call and let them know that I will be returning it at a certain time, or earlier if possible.

**Social Media:** same day when possible if a social message...ASAP if it's a client or prospect

What works for me in my business relationships may or may not work for you. And nothing works 100% of the time because each situation and client is unique. Just use common sense and your judgment for your own business. Set up your own standards, hours of business, and response times and be sure to let your prospects and customers know what they are.

**For most of us, our customers, clients, and prospects ARE the reason we have money in the bank.**

**They pay for our food, clothing, shelter, our children's toys, our cars, and our vacations.**

**Do NOT neglect them.**

## **JUST WHO DO YOU THINK YOU ARE TALKING TO?**

It's not only what you say, but how you say it. And, WHO you are saying it to! A couple years ago I created an audio presentation on just this very subject titled "***Stop Saying The Wrong Thing to the Right Person!***". It is my most requested topic when speaking to sales and business professionals because it is so helpful to know "who" you are speaking with. And it can have a great impact on your personal life as well.

It is really about the 4 main personality types (some experts say there are 5, but we won't get into that discussion here) and how to communicate effectively with each one. We all have some part of each of the types within us, but most have a predominant one that comes to the surface.

And, guess what? It is nothing new and great communication is ALWAYS relevant.

In society today, there is a huge emphasis on being your authentic self. I agree, and I am here to tell you that it is extremely important to be "who you are".



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The only problem is that if we all act any way we want, and go around saying whatever is on our mind whenever we feel like it, we will rapidly lose friends, acquaintances, and clients. You see it all over the news these days how people in the public eye are losing business and their lives are sometimes nearly ruined because of one wrong comment. Now those are extreme cases, but there is something to be said for acceptance, tolerance, an open-mind, tact, and great communication skills. There is not a "one size fits all" way to speak to people.

Okay, I know that like-attracts-like and if we are just ourselves we will attract others who "get us" and we don't have to change. Think about this: If it is true that there are 4 main personality types and we are each, theoretically and primarily, one of those - then, doesn't it also hold true that we are only attracting one quarter or 25% of the potential clients (and money) that we could be attracting? Makes sense to me!

As children in school, and even those of us with siblings, we are taught to "just get along". What does that mean? What it means to get along is to be willing to accept and appreciate that others are different than us. We need to learn to communicate with others in a manner that allows them to feel comfortable speaking to us. IF we can do

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this effectively, we can make more friends and **make more money!**

In sales there is a term or technique called "mirroring". What that means, in simple terms, is to be a mirror image of the person you are conversing with. You set your body language similarly to the person you are speaking with and speak in a tone and manner that is similar as well. Does it work? Yes and no. It can be very effective if it comes naturally. But it can come across as fake and condescending if you are consciously forcing it to happen.

My solution, is to be yourself, and focus your **responses** to the personality of the person you are speaking with. It may take some practice, but there are clues to figure out the type of personality you are engaged with.

The experts who have conducted the studies (there are several of them out there and you are welcome to search the internet for more information) have labels such as letters of the alphabet and even animal names to distinguish between the personality types. I am going to give you a brief introduction to each and call them **Driver**, **Expressive**, **Amiable**, and **Analytical** since those are easy and descriptive terms. The label we put on it is

irrelevant, what is important is the style of interaction.

Knowing that people do have different personalities is one of the key reasons why certain people seemingly get along with everyone. You know the types that can "sell ice cubes to Eskimos". Think about this as an example too: You would not use the same language, phrases, and responses to your child as you would to your intellectual counterpart at a business conference. The individual and circumstances dictate the "style" in which you communicate. You would likely get ridiculed and disregarded if you speak to your peer like you speak to your child. It is really common sense.

If you regularly have prospects dismiss you and completely disregard what you say, (I know salespeople who tell me this happens fairly often to them), then this section may be of particular interest to you.

### **How do you figure out "who" you are speaking with?**

You ask questions and observe.

**Pay VERY close attention to how they respond.**

**And, you listen to the conversation path and pay very close attention to the questions they ask you.** You will pick up on the clues and that will guide you in what to say next.

**Here are the basics of the main styles (or types) to get you started:**

**Driver**

Let's get it done! That's the perspective of someone with this type of personality. They like to have their way (because they believe it is the "right" way). They tend to have high energy and may seem distracted if you are taking too long to say what you need to say. Short, clear and concise responses are the way to go with this type. They want to know ***"How much will it cost?"*** and ***"How soon can I have it?"***. They make decisions quickly because they do not have the time, or do not want to spend the time, going over and over the pros and cons. They don't mind taking a risk if it makes sense and could lead to achieving the goal at hand. If you didn't hear what they said the first time, you may have an issue, as they don't like to repeat themselves and don't really need you to repeat yourself either. The focus of your conversation with this type of personality is to state the Who, What, Where, When, and

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Why (**what's in it for them**)...then, they will just make a decision.

Do not oversell to them or overshare the details of anything. Please do not talk about your passion as most of the time you will be wasting your words. Avoid the "fluff" and set the compliments to the side as they have seen and heard it all before. They just want to know how they will benefit. And, if the stars are in alignment, you can close the sale.

### **Expressive**

Where's the party? This type wants to have fun. They tend to be extroverts and motivators to others. Usually, they have a full calendar (social that is) and may run a little late to meetings. They would rather "talk than do" as work can wait. Be careful, there may be a little exaggeration when they speak or drama in their stories. Do not try to outshine them, because they really want to be the center of attention whenever possible. Compliments work well on this type of personality. Clues to watch for are they tend to talk...a lot...and laugh out loud. When they make a purchase, it is often "ego based". They buy status and want the best of the best. You might do well by laughing at their jokes and catering to their whims.

Never tell them about statistics or make them fill out their own paperwork. And, if you have brochures or pamphlets to share, make sure they look professional and high-end. They may not read it, but they will look at the design layout. Oh yes, you will want to look your very best when meeting with this "socialite" type. Are you and your product/service good enough for them? The answer is yes, if you show them the way. I should mention, while name-dropping of your other high-end clients is sometimes a faux pas with other personality types, is okay with the expressive type!

### **Amiable**

I just want you to like me! Someone with a predominantly amiable type of personality is everyone's friend. They will go out of their way to avoid conflict and just want everyone to get along. Silence may be their secret weapon to keeping their true feelings in check. When selling to this type of personality, you may need to tell them what is best for their situation as they may have difficulty making a decision. Or, as they often do, they will just buy what you are selling and then have buyer's remorse later. Saying "no" is rarely in their vocabulary. But, when they do, it is often because they need to "call a friend" to get their opinion. If they have a friend with them, they may even turn and ask them "what do you think?". They just want

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to make sure their purchase decision is good and the right thing to do. Another effective tactic with this type is to share those testimonials. After all, if others love it, they will too!

You will want to make sure to reinforce the purchase decision with the amiable types to reduce returns and requests for refunds. Do not talk about the details very much, just share the highlights. And, don't forget to remind them of the problem or concern they have and how what they are purchasing will solve it for them!

### **Analytical**

Do you have any literature about this? If you have ever had a client or prospect that reads everything you put in front of them, you may have been dealing with the analytical personality type. Be prepared to share the details. You should have in depth knowledge of statistics, ingredients, studies that have been done, AND the documentation to back up what you say. While this type of personality may seem pessimistic, they really aren't. They just need more details or they may be processing the information you have already presented. They will not make a decision until they have all the facts and figures, researched the product (and you), and have considered all the pros and cons. They may need some time to make a comparison of

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yours and similar products. So, don't expect them to buy on the spot. When they feel like they have enough data, they will make their decision. They are, usually, pretty easy to spot based in the detailed questions they ask.

Do not give your sales pitch because it will not work. Also, testimonials usually do not work as they like to make up their own minds. Aesthetics usually aren't important and they don't really care as much about the appearance as they do the function. The really great news about this type is that, once they are your client, it will be a long-term relationship. After all, they don't like to make mistakes. So, once they commit, they will usually be there for the long-haul.

**Remember, no person is 100% of one type of personality. But in any given situation you can usually spot the predominant one if you listen carefully.**

You could essentially increase your closing ratio as much as 300% by simply saying things in a manner that will be well-received by the prospects you are trying to close. Wouldn't you agree that this is worth the small effort to make it happen?



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Every person is different. We all know that to be a fact. Yet many of us are still so confused and intolerant when others "just don't get us". We have somehow lost the ability to compromise and to "play well with others". Your job as the great salesperson you are, is to make sure your clients do get it. And the easiest way to do that is to communicate in a style that will make them feel at ease.

If you master the art of effective communication, you get more of what you want and your employees, prospects, clients, and personal relationships get more of what they want. It is truly a "win-win" for all.

**What about employees?** If you want your business to run smoothly and have happy employees, you will need to get to know their personality types as well. For example, you probably wouldn't put an analytical type of personality in a public relations position. Putting the wrong personality in a position that doesn't suit them leads to frustration for all and high turnover of employees. Sales will not be up to par, product and service will be lacking, and the reputation of your company will be affected as well. Placing a "warm body" in a position just because you need someone there might lead to a rapid downward spiral unless you fix it right away.

## **WHERE IS THIS RELATIONSHIP GOING?**

Don't you hate not knowing where the relationship is going?

She thinks it's a dream come true and she's met "the right one"...the perfect match ...and the relationship will last forever. But, he is thinking she is just a great friend. Ouch!

**Set the expectations from the start.** When you are building a relationship, both parties have to know where things stand, where the relationship is going, and what they can expect from each other as things progress.

If you are meeting for the first time, let the other person know what you want from the meeting.

Are you just looking to meet some new people?

Maybe you want an introduction to someone else?

Are you looking for a long-term (business) relationship with them?

Or, do you just want a "date" to see if you are compatible?

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If you are already dating (that person is a current customer), it is even more important to set expectations for each communication.

For example:

***"I just wanted to check in and see how you are doing and catch up?"*** This is relationship-building and reconfirming that you are there for your clients when they need you.

***"We have a great new product/service that would be perfect for you. When is a good time for us to get together so I can tell you more about it?"*** Obviously, this is something you might say if you are trying to sell them something else. They know that they will get some sort of pitch on that new product or service.

***"I'd love to meet up and learn more about you and how we can help each other out."*** This is a little vague and you may want to be a little clearer and let them know what your intentions are for the meeting. Are you interested in meeting some connections they have? Do you think they would be a great addition to your sales team? Are you even interested in truly helping them?

**You must clearly set the expectation so that each person knows what to expect when you meet.** If you don't, your prospect or client may feel that they have been deceived or misled. Be upfront and follow through on the purpose.

### **OH SO PASSIONATE!**

Laughter is contagious! So is passion!

But, don't get too excited. There is a fine line between passion about your business and products, and just plain annoyance. It is rare that others will be quite as excited as you are at the same time as you. If you do find someone like that, you need to hold on tight! There is something special about that person! If you are building a sales team, you want to do your best to bring them on board, if at all possible. And, if they are a customer, they might just become your best "non-paid" salesperson sharing their own passion (about you or your products) with everyone they know.

Your passion can be about the product or about how you are going to change the world with your service. While you definitely want to express and share your excitement, keep in mind that people don't usually purchase based on your enthusiasm alone.

**People purchase because you  
have the solution to their problem  
or fulfilled a need/want/desire.**

If your energy level and passion are too high, you may come across as desperate or worse yet that "too pushy" type that we all tend to avoid. So, reel it in a bit and pay attention to what your customer wants rather than what you feel the need to share. Speaking of feelings:

**EVERYONE, and I do mean  
EVERYONE, buys  
based on how they feel.**

Don't believe me?

Let's consider the analytical type of buyer. They purchase when they feel comfortable and confident that they have all the data and can make the right decision. While, someone who is a bargain shopper purchases because they feel good about the great deal they just received. And, most people simply feel that your product or service will solve their problem.

Go ahead and share your excitement! Just don't forget to listen MORE than you speak.

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## **CHAPTER 4**

# **THE COMMITMENT**

### **MARRIAGE OR A ONE NIGHT STAND**

Sometimes, you just know! Yes, there are times when you meet someone, you hit it off right away, and you just know it's meant to be!

Now, the question is whether you are looking for a "one night stand" or a long-term relationship. That is something you will both have to decide. Even if you have a product or service that is, typically, a one-time sale doesn't mean you can't have a long-term and very fulfilling relationship. After all, if they committed to you once, they obviously saw

something they liked. Your job as a salesperson is to determine exactly what that something is so you can use that information to help them help you.

How do you do that?

As with any relationship, it is important to know what the other person sees in you. What is the reason they chose to meet with YOU?

If reading people's body language is something you just can't get a handle on, then, try to listen carefully to their words. Did they compliment you or the product? If so, what exactly did they say? You can even ask them outright ***"What was the main reason you chose to do business with me (or the company)?"*** And, of course, you can use that information as a testimonial in marketing materials later on!

Note: Listening seems to be a recurring theme to this book. That is because it is the most important aspect to sales. All great salespeople know this to be a true fact. It is the **ONLY** way to really determine what your customer needs, wants, or desires.



## **COME ON OVER TO MY HOUSE**

With many years of experience and fun training staff and management in the brick and mortar retail environment, I learned a lot about the challenges and triumphs of motivating and inspiring a sales team. You would think, for most, it would be a "no brainer" situation when someone walks right through the doorway of your business. Not always so... Nonetheless, I managed to build award winning teams with record producing sales volume. And, you can too!

The phrase "build it and they will come" holds a lot of truth if you have carefully chosen the location to set your roots down as a business. Still, strategic marketing and branding is vital to attracting attention, especially, the right kind of attention. Similar to how you attract the attention of a certain type of person to date, you have to send the right message for your business to attract the right type of customer through your door. (I highly recommend you contact a marketing and branding expert, who specializes in your particular industry, for a consult.)

Despite several trainings and regular sales meetings, I recall one particular salesperson who just could not close the sale the majority of the time. She had a vibrant and friendly

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personality, and she always looked fabulous with her appearance. During one of our sales incentive programs to win prizes and other goodies (a great way to motivate a sales team, by the way), she was so frustrated because she really wanted to win. She asked me what she was doing wrong. I told her that you can look fantastic and have the best personality in the world, but if you don't actually go through the "steps" of a sale, it's difficult to close it.

Here's the main thing to keep in mind - when someone walks into your retail store, they are one of two types of people:

1. **They are just "checking you out".** (just browsing maybe wasting time)
2. **They already want you.** (they know or hope that you have exactly what they are looking for)

**Either way, there was some type of attraction to make them walk in the door.**

So, because it helped all involved (customer, salesperson, store quota) and it was part of my job as the training manager, I gave that salesperson some extra attention. Actually, I

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played a little game to show her exactly how easy it was.

I told her that **the very next person who walks through the door was going to buy something**. The deal was that if I sold something to that person, she would get the credit for the sale. (Pretty nice of me, huh?) And, if I did not close the sale, I would vacuum the store for her that evening. Now, I am not a lover of vacuuming, but that's okay because I was confident I wouldn't have to! She laughed at me because, in her mind, it just wasn't **THAT** easy. And I'm sure she was also thinking how funny it would be for me to do the cleaning up while she stood and watched.

It wasn't long after that when I walked the next customer. I am going to paraphrase here, on what was actually said, because it was a long time ago.

### **ME:**

Smiling face, psyched up and ready to show off my awesome sales skills (and to avoid having to "you know what") simply said **"Hello, how are you doing today?"** Crazy how simple the greeting was.

**CUSTOMER:**

**"Good thanks."** Then, in typical fashion in the retail environment, he turned and walked away from me.

**ME:**

After giving the customer a few seconds to actually make his way into the store (not too long though), I walked over near him and began straightening up some product. Without really looking at him that much (so I didn't scare him off and make him think I was going to "pounce" - even though I was VERY nearby), I casually said **"It's looks like you have something in mind that you were looking for, what is it?"**.

**CUSTOMER:**

**"Actually, I don't think you have it, but I'm looking for a leather jacket that has \_\_\_\_\_"**.

Yes, I could see my salesperson out of the corner of my eye with a little smirk on her face at this point.

**ME:**

**"Yes, and what about \_\_\_\_\_ did you really like, I may have something that will work?"** Did you notice I responded with a YES and not a NO even though I did

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not have exactly and precisely what he wanted.

What happens when you say no? They say "thanks anyway" and then leave the store.

**CUSTOMER:**

***"I saw someone else with one and I liked the way it \_\_\_\_\_. "***

**ME:**

***"Let me show you something that we do have that that I think you will like. It has the \_\_\_\_\_ on it just like the one you are describing. What size do you wear?"*** All the time staying positive and helpful.

**CUSTOMER:**

Somewhat hesitantly, said ***"Large"***

**ME:**

Taking the item off the rack, said ***"Here, try this one on..."***.

**CUSTOMER:**

Silence as he is looking in the mirror after he put on the jacket.

**ME:**

***"Wow, that fits you perfectly! And, look, it has the \_\_\_\_\_ that you liked."*** Make sure to compliment and

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reinforce the one thing that was most important. Then, pause and wait for a response.

### **CUSTOMER:**

Silence. Then said, ***"Yes, I do like the way it fits".***

### **ME:**

Showing real concern for his dilemma, said ***"Have you been looking a long time for \_\_\_\_\_."***

### **CUSTOMER:**

***"Yes, but I don't think I will find it."***

Remember, he was barely in the store and already thought I didn't have what he was looking for.

### **ME:**

***"Yes, I haven't seen anything exactly like that myself. This is pretty close though, don't you agree?"*** It is important to get your customers to say "yes" and agree whenever possible.

### **CUSTOMER:**

***"Yes, it is."***

### **ME:**

***"You can take it home and sleep on it. If you aren't happy with it after you think***

***about it some more, you can return it.***" I also mentioned our return policy, etc.

**CUSTOMER:**

***"That's a good idea. I'm tired of looking and I do kind of like this one."*** He was looking at himself in the mirror the entire time.

**ME:**

***"That's great! I think you will love it once you get it home. Let's go ring you up."***

Always, reinforce the purchase decision. As we made our way to the cash register, I just happen to walk by the rack of gloves and said. ***"Oh, by the way, we have some matching gloves that are on sale today. They are a really good deal and the lowest price we've ever had them."*** Not even waiting for a response, I casually grab the pair I think is his size and as I'm handing them to him I say ***"Why don't you try them on while I start ringing you up?"***

The result was, of course, he bought the gloves too! And kept the leather jacket. Most importantly, I did NOT vacuum that store!!

The moral of the story is that **customers don't always know exactly what they want.** Many of them just want a certain "type" of something that will take care of that need, want, or desire.

The basic steps to a sale are very easy in the brick and mortar situation. Sure, you will get some people who are really just looking. But, most people walk in because something caught their eye or they thought you would have what they want. It should be the easiest type of sale and interaction there is and very few people should leave empty handed.

**If a high ratio of people leave your brick and mortar empty handed, then you need to change something.**

It may be that your prices or products are wrong for the demographics of the area. Or, it may be that you just need a little extra practice in the steps to a sale. To break it down in its simplest form, here are the **4 Steps to a Sale:**

1. **Greeting and Approach**
2. **Determine the Need, Want, or Desire**
3. **Explain the Features and, most importantly, the Benefits**
4. **Close the Sale (you have to actually ask)**

That is THE simple formula, handed down through generations of sales experts, that works nearly every time in a brick and mortar



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situation. Of course, you also don't want to forget to **thank them for their business!**

Now would be a good time to discuss the Close. There is one important part of the sales process that I cannot impress upon you enough. **You MUST ask for the sale** (or assume they are buying based on their actions). This is for everyone who shows an interest. They may say "no". They may say "not now". But, **if you don't ask, you will lose many more sales than you will ever get.** A big rookie mistake is waiting for the customer to close it themselves by taking out their cash or credit card...or waiting for them to say the words *"I'll buy this..."*.

Here are a few simple closing lines to help seal the deal (they depend on the situation, of course, but you get the idea):

***"How would you like to pay for that...cash or charge?"***

***"We have a payment plan option.*** (if you have one) ***Would you like to take advantage of that or pay for it all right now?"***

***"How many would you like?"*** (one of my favorites!)

***"Which one do you like better?"***

***"Let's go get the paperwork started."***

***"Did you want to look at anything else, or are you ready for me to ring you up?"***

***"Is that the one you decided on? Great, I can get you all settled right now. Will that be cash or charge?"***

Or, as I said in my example, ***"Let's go ring you up"***.

## **OVERCOMING OBJECTIONS**

Customer still can't commit?

It happens. Some people have commitment issues.

If you have done your job well...schmoozed your way into their hearts, touched on the emotions of what they want, and solved their problems...there should be a commitment on its way. But, for some reason, your prospect is still hesitant or just can't (or won't) do it.

**What is the problem?**

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It could be a number of different reasons but the top two objections are **cost** and **value**.

Your prospect may simply not have the money to pay you, despite the fact that they have "fallen in love" with you or your product/services. There is not much you can do about this unless you have a payment plan option.

With that said, most people tend to find a way to pay for something they REALLY, REALLY want or need. So, whether or not they have the money may be irrelevant if they do not see the value.

If your customer is hesitant to purchase, you can ask a few questions to see if you can narrow it down. But, tread softly as you don't want to embarrass your prospect or put them on the spot, making them feel uncomfortable the next time they see you.

Here are some example questions to ask to see if you can get the answer you need:

***"You've told me how much you love this product, can I ask why you are hesitant to purchase today?"***

***"We had a great discussion about how you need help with \_\_\_\_\_. I am confident that I can solve that issue for***

***you. What is the reason you are hesitant to get started today?"***

***"I know this is the perfect solution for you. What else can I share with you to help you see the incredible value or impact that it will have on your life?"***

You will want to come up with your own questions as it pertains to your business and the situation. Just make sure that you don't sound accusatory or make them feel like they have to defend themselves to you. After all, they likely already told you no at least once. Try to keep your tone of voice in a soft, sincere, confident, and helpful way.

Don't forget to ask if you can follow up later in case they change their mind in the future! And make sure you do follow up, if they agree. Put a follow-up date on your calendar right away.

And, finally, as in the dating world...no may simply mean NO.

## CHAPTER 5

# KEEPING THE RELATIONSHIP ALIVE

Just like any personal relationship, without time and effort, you will likely get dumped. (more on getting dumped later)

**By now, you should know the reason your client has become "enamored" with you and, it is up to you to keep that relationship alive!**

You will want to cater to their needs, find out how you can make the relationship better,

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and be consistent about who you are while reminding them of why they connected with you in the first place.

Most importantly, **do what you say you will do**. Have I said that yet???

In the dating world, there are certain things you must do to keep the relationship going strong. The same is true in the business world.

- **Be there when they need you.**

If you don't make yourself available to your client when they really need you, they may find someone new. I am not saying you need to "stop everything" and be at their beckon call 24/7, but you should let them know how to reach you if they have an emergency.

- **Listen to their problems.**

And help them with solutions. Remember, there is some problem or need a customer has that you are there to solve or continue to solve.

- **Respond when they reach out to you.**

This is simply acknowledging that they have contacted you, even if it's not an urgent situation. And respond in a timely and helpful manner.

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- **Show your appreciation.**

Everyone loves a gift or a thank you note (handwritten is best). Showing your gratitude in unexpected ways can only reinforce your relationship and maybe take it to the next level! (Meaning more business, referrals, etc. Remember this IS a business relationship.)

- **Call to say hello every once in a while!**

Just like you want to hear from that "special someone" in your personal life, let your clients know you are there and thinking about them. Don't forget to ask if you can help them with anything. You might even get another sale!

## **I MESSED UP, AND I'M SORRY**

I used to be in personal relationship with someone who consistently "messed up". Some of the so called "mistakes" that were made had quite an impact on my trust issues. I was constantly on guard for the next mishap. Maybe, in a strange way, I was actually waiting for the next mess up.

People are human and sometimes mistakes are made. How you handle these unfortunate situations depends your own personality, the

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severity of the deed (of course), and how often these types of situations occur.

Do you forgive and forget?

Do you give the benefit of the doubt?

Do you give the person a second chance?

I will give the benefit of the doubt 99% of the time. I make excuses for people like "they are having a bad day" or "something else is going on in their lives" or "they are only human". But, if they do not even acknowledge the fact that they did something wrong, I tend to have an issue with that. Still, I will nearly always give them another chance.

### **If you make a mistake with a client or prospect, how do you handle it?**

There are so many ways to say "I'm sorry" when you make a mistake. One of my favorites is a simple ***"I am so sorry that happened. I will take care of it right now."*** I like this because it acknowledges that there is a real issue and it shows I am on top of it and want to make my client happy.

I can promise you that, if you ignore it, they will get angry...or angrier. Often, it is their main topic of conversation at the dinner table



that night or the next day with their co-workers. They will likely stop buying from you and tell everyone they know. It could get posted on social media or review sites. And we all know what happens after that. Before you know it, you get a "bad reputation".

**Most people just want affirmation or acknowledgement that you know there is a problem and that you will help make things right.**

In my early years in management, I regularly surprised my sales staff at how easy it was to calm down an irate customer. As long as there are not severe "anger management" issues with the customer, most people are pretty reasonable. The following works pretty well in most cases:

1. **Listen carefully to what they say is the problem.** This is the part that allows them to, hopefully, calm down a bit. They just want to be heard and get that complaint off their chest.
2. **Acknowledge what you just heard them say.** You might want to repeat some of it back just to make sure you have it right.
3. **Ask what they would like you to do (in a positive and helpful tone).** In most

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cases, it is far less than what you might offer to them. And, if that is the case, you are done at this point and all is right with the world again. You simply say ***"Sure, I will gladly do that for you because I want you to be happy and continue doing business with us."***

4. **If it is unreasonable, tell them something like *"I really want to help and make sure you leave happy. This is what I CAN do for you."*** Try to avoid using the word no in reply to their request even if the answer is a great big no.
5. If all else fails, you may have to refund their money.

**NEVER, EVER argue with a prospect or customer.** That will lose you far more in future business than what you lose if you end up simply giving a refund.

## CHAPTER 6

# DUMPED!

Why, oh why did she dump me?

### THE STALKER!

I'm sure you have THE very best product, service, or business, in the world! And, you may be thinking that EVERYONE should want it...why wouldn't they?

So you say to yourself ***"I think I need to push harder to get them to realized how they will be missing out if they don't buy it right now!"***

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This is a sure way to get "dumped" before you even get started. In most cases, the best way to get a date with a prospective client or customer is through useful and helpful information. And, as I said before, to draw (or pull) them in and make them want you! While pushing and using a hard sell approach may pay off in the short term (if you reach enough people), it can wreak havoc on your reputation in the long-run.

If it's a situation where you have already been on a date that has "paid off" or have engaged in a committed long-term relationship, you still want to keep your stalker tendencies under wraps. Why not just ask your customer how much they would like to see you in the future?

A good rule of thumb is to ask immediately after you seal the deal. This is important because they are happiest at that moment! After all, you did just help them satisfy a need, want, or desire that they had. You can do it verbally or when you ask them to fill out a brief review of your services (so you can assist others better in the future). Just be sure to ask those follow up questions.

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Here are some suggestions:

- **How often would you like to hear from me?**
- **Do you prefer phone, email, or text?**
- **I would love to add you to my email list, would that be okay with you?**

Simple right? They have actually given you permission to continue the "pursuit".

### **SHE NEVER EVEN GAVE ME A CHANCE!**

Rejection can be so frustrating!

I have heard some of my male friends say things like ***"I keep asking and she just doesn't even know or care that I exist! She never returns my calls. I have done everything right. I just don't get it."***

Here are the possibilities that may apply to both your business and your love life, (but we will focus on the business solutions):

- She is **"just not that into you"**. You might want to back off so you don't become a stalker. Maybe when she sees

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how great you are with someone else, she may come around. But, let her discover it in her own time.

- She is already **"dating" another**. You still may have a chance here...some relationships don't last forever! Make sure she knows you are there, ready and willing when she is available. Make sure to show (I mean tell) her what she could be getting if she started dating you. (minds out of the gutter here...) You will want to explain how the extra services, benefits, or better pricing you have (than who she is currently with) can help her.
- She is **in a "committed" relationship**. This is a difficult situation. if someone is loyal to another you don't want to interfere too much. That could be bad for your reputation. But, even the most committed relationships sometimes come to an end. Be an available and helpful friend. See if there is anything else you can help with. And, you will then be the first person she runs to when/if her current relationship ends.
- **You just haven't found the "right one"**. Keep looking...there are "plenty of fish in the sea". Maybe she has a friend and the two of you would be perfect together! (A

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successful salesperson ALWAYS asks for referrals.)

### **NOT REALLY YOUR TYPE ANYWAY**

Okay...you've tried everything you know. You have learned that she's not in any kind of relationship (committed or other), you are not being a stalker, and you know for a fact that "it's not you, it's her".

It's probably time to move on because she really isn't your type anyway! At this time, she just doesn't want to date at all. Still, it's a good idea to see if you can follow up with her later. Maybe she's willing to be on your newsletter list. Or, ask if you can call at a later time. You never know if she'll be ready to go on a date with you in six months or a year. It's happened to me on several occasions, former prospective clients have contacted me two or three years after our first meeting!

### **IT JUST DIDN'T WORK OUT**

Anyone who has been in more than one personal relationship knows that sometimes it just doesn't work out! For no apparent

reason (that is shared anyway), it just didn't work. Of course, you want to try to see if there is anything you can do to repair that relationship. Ask questions about what is missing, what could you do differently, etc. This is also good data to have to see if there is a recurring theme to the breakups between you and your clients. If there is nothing that can be done to save it then it's time to move on!

### **BREAKING UP IS HARD TO DO**

It may also be a situation where you need to break things off yourself.

Great relationships take time, effort, an open-mind, and often a lot of patience. Have you ever dated someone who is really a great person? Maybe there is some "payoff" for keeping the relationship alive. But, it seems like, every single time you are with them, there is a disagreement about something. It is just a lot of work to be with that person. It is mentally frustrating and emotionally aggravating. And you are just fed up.

Enough is enough, you just can't take it anymore...you have to break things off!



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Guess what? The same is true for a business relationship. As much as we need to tolerate certain quirks and personality types with clients, and as much as we want to make everyone happy, there is just no pleasing some people. Some of us have a client (or clients) that just irritate us to no end. We don't want to break things off because they pay us money. The question is whether or not the money is worth the time and frustration.

You may have a client that causes you so much stress or distress that you can't focus on anything else for the rest of the day. A relationship like this can cause issues in other parts of your life by affecting your mood and attitude on a consistent basis. If you are to the point where you just can't deal with it anymore, it may be time to break up.

Firing a client is a difficult thing to do for many of us. It can be awkward and uncomfortable, especially, if this is a long-term relationship. Still, to save your business and your sanity, you might be in the position where you need to do this. I am going to make it so very easy for you to part ways.

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You might say this (or something similar):

***"I am so appreciative of all of your business over the years. Our relationship has reached the point where someone else may be better able to help you going forward. I have a couple of resources for you to help you find someone new."***

Or, if it's a new or prospective client that you know you don't want, you could try this:

***"I would love to help you out, but I may not be able to provide the best service for you. Here are some resources for you to help you find someone who can help."***

Whatever you do, do NOT berate, belittle, or any other "b" word toward your client! Word spreads quickly and how you handle the break-up can affect future business. Tact works...this is not the place for negative emotions. You must protect your image so others will still want to "date" you.

It may seem crazy to some to turn away a prospect or break up with a client, but in the long-run both parties will be happier! Just make sure you have tried all other options (such as setting or reaffirming expectations) before you turn your potential revenue over to your competition.

## **LET'S KEEP IN TOUCH!**

Several years ago, there was a man I was dating and things just didn't work out. You could call it timing or just different ideas of what a relationship entailed. Regardless of the reason, the relationship ended. It just so happened, that he was on my mailing list and every month received my business newsletter. I think it was a year or two later, he got in touch with me and we met up. Well, things started up again and everything was going great for a while. Eventually, it still wasn't meant to be and we parted ways once more.

Although, when it came to my clients, it was quite a different story.

For whatever reason, sometimes clients break up with you and go on to someone new. The scenario was very similar to the dating experience I referenced above. Some of my clients and I have parted ways over the years, but I always kept them on my mailing list unless they asked to be removed. On several occasions, they have contacted me again to do business. Often it was two or three years later. The difference between the personal relationship and the client relationships is that the client relationships are now stronger than ever before!

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Sometimes clients will get pulled away from you because someone "sold them" on the idea that they were better. But, when the final results are in, they may realize the grass was not greener and they come back to what they knew was safe and secure. They come back home to the one they knew would always be there for them and, in most cases, once they come back they are there to stay!

The reason I share this with you is because you may never know the real reason you parted ways. It may not have had anything to do with you at all. It may have simply been a case where they were pressured into leaving by another. I hear so much from some experts who tell you to whittle down your email list and drop the ones who don't do business with you. I completely disagree. Now you probably don't want to do an aggressive marketing plan with those who left you once, but you will want to keep in touch to let them know you are still around if and when they need you!

## **CHAPTER 7**

# **DATING MORE THAN ONE PERSON**

If you have ever dated more than one person at the same time, you know how very important it is to keep them straight and not confuse them with each other.

How embarrassing would it be to ask about their pet dog, Jiffy, when THAT is the person who is allergic to dogs!

What about remembering when you last saw them? You might think you called them last week...when you were really "entertaining" someone else at that time.

**You must have a system in place  
to keep track of everything.  
That's right, everything!**

There are some great software based systems out there that can be very helpful for this (just do an internet search or ask your colleagues what works for them). Some of our email software also has add-on features to help.

**Here's list of some information you might want to keep track of for a long-lasting and healthy relationship** (of course, what you keep track of depends on your type of business and the type of relationship you have or wish to have):

- Current name (yes, some people do change their names)
- Spouse's or partner's name
- Relationship status
- Current address
- Current email (and an alternate email address because sometimes accounts are closed)

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- Cell, work, and home phone (if they have one)
- Business name and contact info (if they have a business)
- Websites
- Children's names (and their ages...better yet, the dates of birth so 5 years from now when you are looking up the record you don't think little Johnny is still 6 years old)
- Contact preferences (how often, what format, etc.)
- Social media "handles" (if they want to share)
- Birthdays, anniversaries, date you met each other, any other important dates
- Trips they have been on or plan to go on (and the dates if they haven't gone yet)
- Their personal likes and dislikes - really anything you have learned that you can reference later (huge part of a strong long-term relationship...just FYI)

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- Dates/times of: past and future meetings, follow up calls, gifts or notes you sent, and a record of ALL communication that is pertinent
- Notes about your meetings/calls outlining what was discussed, the outcome, and the next steps
- A little about their personality type (For example, are they analytical and like details or just easy going and go along with whatever you recommend that's in their best interest? Do they laugh easily or are they more serious?)
- Anything else that you need or want to add that can help you in your relationship (Maybe they shared some information about their hobbies or their children's interests...it's a good idea to take note of everything you can. )

Now, I'm not suggesting you do a formal interview to get all of this information. You will have much of it on your contract or service agreement. The rest you can pick up in conversation.



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Do you have business relationships in which you only see each other once or twice a year?

If so, keeping track of the details is more important than ever before. It is difficult to remember the important details when many others have passed through your doors.

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## **CHAPTER 8**

# **EXPLORING OTHER OPTIONS**

While it would be quite a task to share the infinite number of ways you could meet new clients, I would like to discuss just a few more options that can be very beneficial and profitable!

### **FRIENDS WITH BENEFITS**

This book wouldn't be complete if I didn't mention friends with benefits. I'm not even

going to go there with the dating side of this one! Except to say this:

**Sometimes two people enter  
into a relationship with mutually  
beneficial perks.**

For you, as a salesperson, that is called a "strategic alliance". It is simply an agreement between parties to pursue a mutually beneficial objective. In our case, it's to build our businesses. You may also have heard this type of relationship called "power partners".

In the traditional sense, power partners are in a similar industry and refer clients back and forth to each other to help each other's business grow. It can be an incredibly gratifying relationship!

Some common examples of traditional power partner teams are:

- Financial Advisor & Tax Professional
- Aesthetician & Hair Stylist or Makeup Artist
- Real Estate Agents & Loan Officers

It doesn't have to stop with direct relationships within common industries. It can be very profitable and important to build relationships with people who are good referral partners outside of a related profession as well.

Perhaps a well-connected client wants to partner up with you. Or, maybe it is a someone who really believes in you and wants to help you simply because you help them. Keep an open mind when you are searching for people to partner up with and do not dismiss them simply because they have an unrelated profession.

### **You never know who knows someone who could become a strategic partner.**

An often underutilized strategy is to connect with a groups or organizations that are completely unrelated to your industry. There are thousands of professional organizations out there. You can become the "go to" expert for any given industry.

For example, as a loan officer you could specialize in helping police officers, and target your marketing efforts directly to that

profession. Another example would be, if you are a tax preparer, you could partner up with your state's organization for professional hair stylists.

You may consider offering some benefits such as free educational events. And they could promote you on their website and in their newsletters as a preferred partner. You might even offer to write a column for their publications.

**Try to think of some options for industries that interest you or in which you have some prior knowledge.** Displaying your passion and interest in a particular profession can help in an organization's willingness to accept you.

The opportunities are endless!

Depending on your profession, you can become the trusted resource for dozens of different organizations. Also, volunteering for a specific charitable organization can do wonders for your reputation while simultaneously helping you get the word out about your business.

**People and organizations love to help those who help them!**

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Don't forget your "sphere of influence". It is not even necessary to market directly to your sphere (if you are uncomfortable), just ask them who they know who may need your services.

Simply say something like:

***“I’m interested in speaking to some (be specific with what you are looking for... such as trust attorneys, commercial property managers, etc.), do you know anyone who might be good for me to connect with?”***

### **Some examples of your sphere include:**

- Kid’s team parents
- Neighbors
- Relatives
- Hair stylist
- Dry cleaner
- Personal trainer
- Others you regularly interact with

## **MAKE THE CALL**

Also, don't be afraid of calling or emailing people you WANT TO KNOW or SHOULD KNOW who can help your business succeed. Better yet, ask someone who knows both of you for an introduction.

I am not a fan of the typical cold call for my own business, but I know others who have been quite successful using this method of getting new business or creating new relationships. If you call to offer something (a strategic alliance, for example) rather than selling something, you have a much higher chance of making great connections. I am definitely a fan of this type of cold call. Just make sure the offer or reason for the call is mutually beneficial.

## **WORKING ON THE ABS - IT SHOWS!**

It shows in the form of more money in the bank! One of my favorite things is to hear stories about salespeople who make connections in very unconventional ways. The acronym ABS stands for **A**lways **B**e **S**elling. Opportunity is everywhere!

I have a friend who owns a carpet cleaning business. Pretty much anywhere he goes, whether it's a restaurant or a local gift shop,



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there is an opportunity for him to ask ***"Who cleans your carpets?"*** If the carpets are visibly soiled, it's likely they are not happy with the service they are currently using or haven't had them cleaned in quite some time. So the next step is a simple ***"I'd love to give you a free estimate so you can compare it with your current company."***

It NEVER hurts to ask. NOTHING bad will happen...I promise!

Let's say you are a representative for a credit card processing company, the same thing can easily be done. You only need to be open to the opportunity. If you are a current customer of the business you are addressing, that helps because you can bring it up in casual conversation. You could simply ask ***"Who does your credit card processing?"*** and ***"I work with a great company who has very low rates and great service. I'd love to give you a free review to see how much money we can save you."***

**The opportunities are everywhere!**  
**All you have to do is ask!**

I know several people who get clients waiting to board their next flight at an airport,

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and others who find them shopping for shoes. What about an after-hours drink? Having a cocktail works well for those who are open to it. It's a relaxed atmosphere and all sorts of subjects come up in when you're bellying up to the bar. Plus, the bartender knows everyone's business, so you might want to make friends with him/her too!

And, I have personally gained business in the ladies restroom on more than one occasion. I am not telling you to lead with your business in the ladies room. What I am saying is, that you just never know how a conversation will go! Show an interest in people and start talking.

### **GROUPIES**

Who doesn't love a "rock star"! Men want to be one and women want to date one. I, personally, went from dating one to wanting to be one (metaphorically speaking).

During my early college days, a few of us girls decided to go out and listen to some music. We were having a great time, laughing and dancing. Then I looked up from the crowd, and the very talented, and very attractive, lead singer caught my eye. It seemed like he was singing **only** to me and nobody else.

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I was falling in love with every lyrical note that came out of his mouth. And, I wasn't the only one. The girls around me, and many of the guys too, were affected by his magical and persuasive tones. More and more, we were all drawn in...cheering, smiling, clapping, happy...and wanting to just be near him. Many people wanted to talk to him afterward, just to interact and hang on every word he would say. Even just to get a signature on a piece of paper was a thrill for some. While others got his name on paper, I got "lucky" as I ended up with my name on one of his promo posters!

The point is, BECAUSE of the fact that he was center stage (and good) the crowd wanted him, believed in him, and wanted to be a part of **anything** that was "him". If you want that kind of response, you need to get yourself up on the stage!

**If you have a talent for  
entertaining a crowd or have  
the charisma to hold the attention  
of an audience, public speaking can  
reap great rewards in the form of  
added revenue.**

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You can offer to speak for groups that are ready and waiting for you to show off your special talents. Or, you can gather the masses through your own marketing efforts.

To hold your audience's attention, you must **look and act like the successful superstar that you are!** This is not the time to be shy as all eyes will be upon you and it is your time to shine. You are the star on the stage! Your job is to entertain the crowd and deliver a performance they will talk about for weeks, months, and years afterward. They must walk away feeling like they are walking in the clouds. Yet, at the same time, you must find a way to **make them want you even more!**

**Set the stage** by getting some of your loyal followers or advocates to volunteer to help. Or, pay a staff member for a little overtime. You will need someone to register the attendees so you can spend time schmoozing with the crowd. You will also want someone to give you a fabulous introduction touting your accomplishments and a little about who you are as a person. This should be someone who really believes in you so that, when they introduce you, their energy and passion for you can be **felt** throughout the room.

The atmosphere is important too. Make sure the location and décor is fitting for the topic and audience alike. If your budget allows it,

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create tall banners and trim the room like it's a party displaying your brand wherever the eye turns.

**Be prepared with a "signature" talk that is sure to impress and wow them.** It's okay, and important, to use visual aids on a big screen. What they see with the eye does not distract, it only reinforces the words you say. Let me just touch upon the signature talk for a minute. Many people believe you should change up your topic every time you speak. While that's okay to an extent, it can get confusing to the audience when they expect to hear and see the mind-blowing performance that they heard so much about, and you don't deliver on that. Think of it like going to a rock concert and expecting to hear your favorite lyrics, but the star on the stage wants to express a different perspective. It's like going rock concert and hearing country music instead. Stick with your signature theme, for the most part, and then go ahead and throw in something new when the time is right.

**Make sure your energy level is turned up to maximum and let it flow.** Laughter is important so try to work some humor into your presentation. Remember, it is how people feel that creates the memories. And, you want them to feel great!

Most importantly, have something in your "show" that excites and **entices the attendees to take action right now!** It may be a discount or special deal if they act that day. Of course, you will want to enlist the aid of your helpers to have a table set up near the exit door for purchases your attendees can take home with them. This could be books, CDs, DVDs, or whatever it is that you are selling. If you don't have product to sell, that's okay, you still want to create a special offer and have them fill out a form so they commit at that moment. An expensive lesson to learn is that people are more apt to hand over the cash when they are still on that incredible high from the show they just saw and heard.

**The ability to take payment at your venue is critical to increasing the profits from your "performance".**

Just as important, and one of the most overlooked things with public speakers, is to make sure to **ask permission to put them on your mailing list.** You can do this at the registration table or even when they pre-register to attend.

**Freebies win every time!** You can advertise a drawing when marketing your event or offer something free to each and every attendee. If

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you do the latter, I suggest marking up the fee to attend to cover costs. Or, you can give them a no-cost item such as a free advisory session or consult with you. Most people prefer the tangible, but you need to consider where you are, your business, and at what cost to your pocketbook.

They say there is no such thing as a free lunch. But, that doesn't mean that the knowledge you share can't be free. You may be able to get some followers by offering to speak for free to certain groups. The idea is to give them some great and useful information to show the attendees that you know your stuff! Most people expect that if they are attending a free event that somehow, someone, along the way will try to sell them something. And, that's okay. After all, if you are sharing wisdom and entertaining them at no charge, you are entitled to let them know that you are a business person and **how you earn a living**. Just do not make it the focus of your presentation or there may be some who will feel tricked and deceived into attending! Keep the focus on the education, and then add the benefits they will receive if they decide to build a relationship with you.

### **PLEASE ACCEPT THIS ROSE**

Put yourself on display!

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Some of you may be fans of popular dating shows where dozens of potential suitors put themselves on display and try to sell themselves to that special person who is holding your future in his or her hands. They want nothing more than to be the "chosen one". I think of trade shows in a similar way...only in reverse. At a trade show, there are dozens or even hundreds of potentials lined up to check YOU out. You are the one displaying your wares in hopes that, when the day ends, you have received several "callers".

To make sure you are not passed by for the next pretty face, you should take some steps to grab the attention of your prospects.

- Use bright colors and lights to catch the eye.
- If that doesn't do it, yummy treats might help them see their way to your location.
- Banners behind you and logos on your table cloth help them remember who you are and reinforces your brand.
- Stand up in front of your display table when possible. This way, there are no barriers between you and the one you have your eye on. Do NOT sit down if people are walking by or standing in front



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of your table. They will get the feeling that you really don't care.

- Be the first one to say hello as people pass by your table. A simple greeting can make the difference between whether they keep walking by or stop to see what you have to offer.
- Hold a drawing for a prize by having participants fill out a contact card. That way, if they are on their way out or in a hurry to see other potential suitors, you can "ask them out" later.
- For those who are ready to commit right there, be prepared to take orders and payments on the spot.
- Even before you set up your temporary shop, make sure you know the rules. For example, do you need to request power or make special arrangements for internet access? And, don't forget insurance if needed.

## **I'M COMING OVER TO YOUR HOUSE**

Do you remember the days, when you were growing up, and there was a regular knock

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on the door. Perhaps it might have been a lady who sold the plastic kitchenware, a vacuum cleaner salesman, an insurance salesperson, a little girl selling cookies, or someone selling cosmetics. Sometimes that doorbell rang because the salesperson was invited over. But, often, it rang because the salesperson was simply going door-to-door to sell their wares.

Despite homeowners associations and no solicitation signs, door-to-door sales is still a favorite way to market amongst certain salespeople. It is the **power of numbers**. The theory is that if you ring enough bells, the right person will eventually answer. The same is true of business cards and flyers left on your doorstep. Eventually, someone will pick it up and they will be anxious to meet you. As much as I dislike cleaning up that clutter, I recently did it myself. I responded to a flyer left on my doorstep and gave the company my business. Proof that it can work for certain industries.

If you have the hunger, energy, and tenacity to pursue this type of marketing, then I am happy to give you a few tips to help you in your endeavor:

- If you are passing out flyers only, then you can very inexpensively hire someone to pass those out for you. This saves you

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time to pursue other marketing activities or go on more business dates. Just follow up by driving through the neighborhood you target to make sure the person you hired has done their job.

- If you are walking door-to-door, in hopes that the next person that answers will be the ideal person for you, then here are the basics:
  - ❖ Make sure you ring the doorbell or knock loudly enough so you can be heard from all areas of the house. No pounding please. That will scare the homeowner away.
  - ❖ Wait a minute or two and then ring/knock again. (I, personally, don't answer the door to strangers, but there have been times when I went to the door...peeped out the peephole...and the person was walking away. It takes time to dry off your hands if you are at the sink, or walk from the backroom of the house to the front door.)
  - ❖ Don't play "ding dong ditch". That is the worst. At least leave a business card. Nobody really likes the clutter of papers at their door. But, if you have the drive and stamina to go for the walk, then at least leave your calling

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card. Better yet, put a personal note on it saying you stopped by.

- ❖ After you ring/knock step away from the door. With safety a huge concern these days, you must be respectful and step back a reasonable distance from the door. You will likely get more opened if you do this. Then, stay put as you introduce yourself to the person who answers the door.
- ❖ Statistically, the door-to-door approach works best for those raising money for charity. If you have a product to sell, you may consider donating a portion of your sales to a specific charity. This tends to increase the chances of someone buying.
- ❖ If you live in the neighborhood, or in a nearby neighborhood, make sure to mention that. It makes people feel a little more trusting of you.

## **CALLING THE LOVE LINE**

Some salespeople prefer to stay in and find their potential relationships by calling those who may have an interest in connecting. I

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should warn you here that there are strict rules and laws if you choose to let your fingers do the walking and make some calls.

I HIGHLY recommend you search the internet or be referred to a reputable leads service. These services create lists of people who have "opted in" or requested to be contacted by someone like you. A good and honest service will assume some responsibility for the leads they distribute to you. That's important because it can save you, not only time and frustration, but also thousands of dollars in fines for calling the wrong people.

When making the call, you want to make sure you immediately introduce yourself and let them know why you are calling. Not only is it respectful, it is the law.

You might say something like:

***"My name is \_\_\_\_\_ with (company name). Your contact information was given to me because you recently requested information about \_\_\_\_\_."***

You will run into some people who completely forgot they requested the information and ask you to remove them from your calling list. If this is the case, you must remove them and never call them again. It is your responsibility

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to keep this list and refer to it when making calls in the future.

On the other hand, they may remember that they requested to be contacted and there you have your "in". You can go forth, ask your questions, and sell your services.

Note: For more information on the rules of calling anyone to sell your goods or services, I suggest you go to [www.donotcall.gov](http://www.donotcall.gov) and click the "More Information" link.

The calls you make are classified as either warm or cold calls. A **cold** call is basically calling someone who doesn't know you and hasn't requested any information. You will want to check the National Do Not Call Registry (same web address above) before you dial. A **warm** call is to someone who is expecting your call and perhaps has been referred to you by someone else. If you are making a warm call, make sure to let the person know how, or from whom, you got their contact information.

In my early years, I spent many days on the phone calling from lists of interested prospects. You have to do your homework first to make sure the numbers are okay to call and keep your finger on the dial. Expect to be hung up on, cursed at, and who knows

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what else. But, if you have a thick skin and the patience to continue, it can be quite profitable.

Who knows...if you have the knack for it, you can make some great connections!

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## TO WRAP IT UP

Here are some final tidbits and reminders to help in your success:

- Make sure your email signature has your contact information, company logo, social media links, website link and, if appropriate, a professional photo of yourself.
- Always lead with the benefits of your product or service; the features can be explained after the prospect knows how you will be helping them.
- You **MUST** sell yourself first. If they like you, they will feel more comfortable hearing the rest of what you have to say.

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- NEVER bad-mouth the competition. It only makes you look bad. You should, absolutely, know the competition and then just explain the differences.
- Never say the word "no" to a prospect or client. Saying no makes people feel stupid or maybe belittled like they "should have known better". Find an alternative way to say it such as **"Yes, I can see why you would think that. It's a very common thought that many people have."** Or, **"I wish it worked like that too, wouldn't that be great!"**. You simply find a way to turn the negative response you want to give into something with a more positive twist.
- Avoid the use of the word "but". As soon as you say it, the person you are speaking with tends to forget or minimize almost everything you said just prior to it. Use the word "and" in place of it whenever possible.
- Remember, to always ask for the sale immediately after your prospect expresses their desire to have what you are selling.

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- Finally, here are some common "pick-up lines" to help you get more information or a date:
  - ❖ ***“Tell me more about that....”***  
(about your family, your lifestyle, your income, your frustrations, how completely disappointed you are with the company that currently provides this service to you, about anything that can help me hone in on what you will buy) This phrase tends to get people to open up and share things they may not have planned to share with you. It is the ultimate open-ended follow up question.
  - ❖ ***“If I could show you a way to \_\_\_\_\_ would that be helpful to you?”*** (make your life easier, lose weight, change your life, make more money, save more, etc.) The helps to get another yes from your prospect.
  - ❖ ***“I would love the opportunity to learn more about you...and share more about me. (and my business) When is a good time for us to get together?”***
  - ❖ ***“I’d love to buy you a cup of coffee sometime...”*** (and discuss how I can help you solve your problems)

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I hope you enjoyed reading this little book. The comparisons to dating were, well, just a little humorous perspective to make the book more interesting and enjoyable to read. I, also, hope you had a laugh or two and now have a fresh and new perspective on the wonderful world of sales and networking!

Just remember, it is business and you may need to keep certain thoughts to yourself!

**Happy selling and be kind!**

## ACKNOWLEDGEMENTS

We all know that there is very little in the way of new information out there when it comes to sales. It would be an impossible task to list all of the books, seminars, business coaches, life coaches, audios, webinars, formal education, and life experience that goes into any book I write. They are written from my perspective and a culmination of all I have learned throughout the years.

I am so appreciative to all the well-known and not as well-known (yet) individuals who have contributed to the information that I have shared in this book. It is my interpretation of what I have learned from every great author, expert, teacher, friend and mentor. As well as the enlightening information I have gathered from living in the business world my entire adult life.

Thanks to all of you!

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## ABOUT THE AUTHOR

Karen Lawrence is an entrepreneur at the heart of everything she undertakes. Owning several small businesses herself fueled her passion for helping others in the business community. And that passion has taken on a life of its own. There have been several chapters to her life that have contributed to the knowledge she shares with small business owners throughout the United States.

She found her start in retail management, revamping stores to see them produce award winning profits and record breaking revenue. Then, Ms. Lawrence's love of education took hold once again. Grasping every bit of knowledge she could to help in her endeavors, she spent the next chapter of her life in the financial services industry specializing in investing and taxation.

Her current focus is sharing her knowledge through educational events, public speaking, and now as an author.

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