



The Four Laws of Enhancing Sales *The Art of Adapting to Sell More*

How many of your sales people didn't make their goals last year? What are you doing to encourage them to do better now? How long are you going to wait for them to change without helping them see the error of their ways? What will you do next year that is different from this year? How are you supporting your team to help them to succeed?

Did you now that there are Four Laws of Enhanced selling that will enable your sales force to become indomitable? Don't wait, read them now and start selling more.

Law #1: You can not motivate other people. No one wants to be sold. Admit it you didn't wake up this morning and say, "I want to be sold something today." That's why we shy away from slick telemarketers, why we say, "I'm just looking in a department store." And why we dread going to buy a car. Unfortunately most sales people don't know this. They can't wait to make their sales pitch. It all starts by asking great questions. What are great questions? Questions that don't require a "yes" or "no" answer. They are questions that make the prospect talk about themselves, and their needs.

A friend of mine had an assistant for several months that did calling for him. She would call the prospect, say she was calling for me then tell them everything he did as a speaker. Well you can imagine the response she got – none. Then my friend told her to quit telling what he spoke on and start asking questions. What a novel idea! Suddenly people were talking to her. They were telling their needs, their problems and most importantly what kind of speaker they wanted. My friend's list of prospects grew almost immediately.

What if you went to a car lot and the salesman asked you what type lifestyle you led? Instead of asking you what type of car you wanted, what if they asked you about your family? What if they listened to you and pointed you to the car that you actually needed? But too often we are sold based on the emotion of the moment. Seth Godin, marketing guru, says in his latest book, All Marketers are Liars, that if we all bought with our brains instead of our emotions we'd all be driving Hondas. I don't know if it's that drastic, but he makes the point that we often are forced into buying the wrong thing without thinking of what we really need.

Law #2: All people are motivated. I know this seems to contradict Law Number 1, but bear with me. Everyone likes to buy. "But, Jim," you say, "you just said no one wants to

be sold.” Right! Learn the difference between selling and buying and you will be heads above most other sales people. Buying is fun. We love to buy. We love to get a “deal.” It’s in our psyche that we like to shop around and look at all the models, all the options, all the bells and whistles. Go to an outlet center sometime and you will see that people love to buy. Look at the business E-Bay and Amazon do every year.

Now if you know this, you have a leg up on the competition. All you have to do is find out how to allow people to buy from you without trying to “sell” them to death. Go to “woot.com” and see how they allow people to buy. This is a creative web site that sells only one item a day for 34 hours then takes it off the market. You can’t get it from them if you beg them after the 24 hour deadline. They sell cutting edge electronics and gadgets at rare to find discount prices. They have almost no customer service (it is hard to contact them and return something). Why? The company is run by two guys - two very creative guys.

So how can you use your creativity to get people to buy without trying to sell them? Ask the prospect questions. Then ask them more questions. Who is in charge of the conversation when one person is asking questions? You got it, the Questioner. Give the prospect option that they can choose between to get a better deal. Find ways to let them enjoy the buying process.

Law #3: People do things for their own reasons, not your reasons. Everyone likes to buy in their “comfort zone.” What is their comfort zone? It is where they live. It is where their strengths lie. It is in their personality and communication style. A talkative person doesn’t like to be sold by a demanding, bottom line sales person. A bottom liner doesn’t like to be sold by a meek, wimpy sales person. We all like to speak our own language and be spoken to in that same language.

Think about the last time you bought something from a sales person that you liked. He/she made you feel special, didn’t they? Think about the people you regularly buy from. They allow you to buy in your comfort zone without being “sold.” Realtors experience this law most often. They show house after house to prospective buyers, but nothing happens until the family finds “the right one.” When they do, the family feels at home and is motivated to buy. Why? They are buying to suit their needs for a home, not someone else’s.

Law #4: A person’s strength when overused may become a limitation. In other words, you can’t sell something from your comfort zone. You must allow the buyer to buy in their own comfort zone. If you can master adapting to other people’s styles, you can work with anyone to allow them to buy in their own comfort zone. Start by asking great questions. Listen to not only what the buyer is saying, but how they are saying it.

Sadly too many sales people try to push for the sale at the expense of adapting to the buyer’s needs. My good friend and expert sales trainer, Joe Bonura says, “You will succeed in direct proportion to your willingness to come out of your Comfort Zone.” Maybe you haven’t met with success because you have stayed in your comfort zone too

long. Get out now and beat the competition. The farther out you go from your zone, the more successful you will be.

Try these laws out on your next sales call. You probably can afford to try something new if your sales haven't been what they should be. If you aren't meeting your goals, isn't it about time you tried something else? Only a fool keeps doing the same thing and expecting different results. Get out of the cookie cutter mold. You should see results in a short time.

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