
The Mathis Group's Messenger

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Purpose Driven Sales

Not everyone is cut out for sales and yet everyone in the company somehow has a part in sales. Whether you are actually in the sales department or simply answering the phone, you are affecting how customers perceive your organization. Having a positive attitude, being helpful, and coming across as pleasant on the phone plays a huge part in how the caller views the personality of the company.

The way people use sales has definitely changed in the last few decades. In traditional sales, the salesperson tended to be aggressive, push until a sale was made, distort information, and focus on how much could be sold. A switch has been made in the 21st century. Now salespeople are more focused on the customer instead of themselves. They try to consult the customer in what would best fit his or her needs. They communicate openly and work at keeping that customer for life.

To become great at sales you must have the following traits:

- Friendly personality
- Positive attitude
- Able to build trust
- Aura of sincerity
- Unwillingness to quit
- Self confidence

When making a sale, it is important to ask the correct questions to find out exactly what the customer wants. The following Purpose Driven questions will help you accomplish this goal.



Questions that allow the prospect to be part of the interaction

When customers feel that they are a part of what is happening, they will be more willing to use your product or service. Emotional and psychological bonding come from this type of interaction. Don't steam roll over them. Let them tell you what they need.

Questions that build rapport and empathy

Show the customer that you care about his or her opinion. Use good listening skills to help accomplish this. Good listening skills also help you slant your next move.

Questions that move the customer toward a decision

Talking things out helps the prospect convince himself or herself. Oftentimes a decision can be made quicker by talking through all the customer's needs and how the product's features and benefits can meet those needs.

Questions that test one's understanding to make sure you are being understood

Ask questions that require more than a simple yes or no answer. Making the customer give thoughtful answers will help you determine whether or not you are being

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The object of a salesman is not to make sales, but to make customers.
E.C. McKinzie

High expectations are the key to everything.
Sam Walton (1918-1992)
Founder of Wal-Mart

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understood. Likewise, repeating the customer's answers will ensure that you are understanding the needs and wants of the customer.

Questions that feed you information that gives you leverage

Asking questions can also give you information that will assist you in putting your best foot forward. Using the given answers can help you emphasize the specific target areas the customer keeps repeating.

Silence during sales can often be uncomfortable; however, we will explain how using silence with a purpose can be advantageous to your sale.

1. Use silence after you ask the prospect a question. When people are asked a question, the first answer given is usually off the top of their heads. By keeping silent, you give them time to think through the question and answer more thoughtfully. The second answer is to be remembered.

2. Use silence to make a point stand out. After you've made an important point, don't just rush ahead to the next thing on your list. Allow the customer time to absorb what you've just said. Use this time to read the customer's body language and verify that he or she understands.

3. Use silence to give an air of control and confidence. The more the prospect talks, the more in control you are. Allowing the prospect to talk will give you a better feel for what is really important to him or her. Listen for points that are said more than once. Keep those in your mind. Repeated needs are obviously very important to the customer. Be sure to explain how your product or service can meet those needs.

4. Use silence as your assistance in a close. You might say something like, "Sharon, we can move

forward with this. All I need is your OK." If Sharon begins to ask questions, take this as a yes, but she needs more information. Answer the questions, ask if there is anything else, and then restate the close.

5. Use silence to get your best price or deal. People get nervous talking about price and money. A person who hates silence may start attacking his or her own price. Know what you are willing to accept for your product or service. Make sure the customer has heard all of the benefits and features and is able to see the value in the price you are asking.



Next month we will look even further into how to improve your sales.



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