

Sales etips



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Consideration and Empathy First

Empathy is a requirement to build and maintain strong business relationships. A colleague tells of receiving a cold shoulder and an abrupt ending on a first phone call to a likely prospect. Shortly afterwards she anonymously met the same prospect at a networking event. Curious, she immediately

engaged him in conversation and was amazed at how courteous and open he was. Then he disclosed the immense challenges he has been experiencing both personally and professionally in the last few weeks. Her concern and empathy resulted in referrals to others, (with his permission) who could offer immediate remedies and help in his current crisis. He became a client after the more pressing issues were resolved. Rejection and push back often relates to your timing more than you or your offering. For those 'poor timing's' wish them well with benevolence!

"Be kind, for everyone you meet is fighting a hard battle." -Plato

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