

Sales etips



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### The Most Credible Emotion

In a 2001 Yale University School of Management study, Sigal Barsade ascertained that negative emotions more readily accepted and believed than positive emotions. Barsade also discovered that negative emotions are more “contagious” in a group setting than positive emotions. When selling to multiple decision makers or committees do

you know where each member stands? Do you know what others are saying behind the scenes? Your ‘inside salesperson’ must be 100% committed to helping you. Enlist them to identify internal adversaries and objections. Use supporters to help change minds. Remember fellow employees usually have more credibility than an outsider. Work to meet and talk with all decision makers before you finalize any proposal or group presentation.

***“They may forget what you said, but they will never forget how you made them feel.”*** -Carl W. Buechner

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