

Sales Mastery™ 'Lead the Pack'

Sales Newsletter



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Subtle or overt movement of eyes, ears, mouth, tail and even its fur can convey a wolf's social mood. Like humans, each wolf has a different timbre to its voice. Learn to understand the buyer's style and enhance trust and rapport during your sales calls.

The Importance of Being Liked

Rapport is experiencing the world through the same door as the person you're communicating with. Great rapport with customers speeds up the sales process.

Next time you're at a social event, pay attention to how people with good rapport tend to fall in step with each other. If salespeople can learn to copy that comfort level, they should be able to sell anything. People buy from people they like and trust.

If you have ever experienced rapport in the course of your daily life, the look of the eyes, or the posture of the body, or the touch of the hand that puts you in total rapport with another person, you will immediately understand the significance of building rapport and trust. We've all experienced this phenomenon from time to time, yet few of us know how to access the ability to produce rapport at will. Rapport building is a skill, one that we learn from our first moments of life, and like other learned skills it can be developed, enhanced, and refined.

The neuro-linguistic programming (NLP) developed in the 1970s by behavioral psychologists Richard Bandler and John Grinder, emphasizes the process of learning how individuals communicate, both verbally and nonverbally, and how modeling that behavior produces certain results. In sales, the desired results include increasing profits and developing longer-lasting relationship with customers.

Three types of people exist—they are the visually oriented, the primarily auditory, and the kinesthetic, who rely on their emotions. At least 55 percent of all Americans are visually dominant. That means they interpret the world and their experiences through their sense of sight most of the time. They tend to use phrases such as, "Looks great," "Show me your product," or "I'd like to see that." When selling to kinesthetics remember to show them your product or service and allow them to visualize their needs.

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UPCOMING EVENTS

Registration required. Please call or email.

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SALES MASTERY™ CLASSES
Tuesdays, 7:30 AM—9:30 AM

SALES MASTERY™ ADVANCED
Mondays, 12:00 PM—2:00 PM

View our calendar at:
www.LeadershipConnections.com

SALES MANAGERS' WORKSHOP
1:30 PM—5:00 PM

May 9, 2007 Building High Performance Teams, Part I

Hiring is one, if not the most, difficult decision for owners and managers. Leading and managing is getting things done through others. Studies suggest the wrong "hire" impact is 3-5 times the annual compensation of the position. Great managers and great leaders know how to "see" the real candidate and choose the best candidate based on competencies, not just on a "feels right" decision.

Hiring and Ramping up New Salespeople

9:00 AM—3:00 PM

Thursday, May 17, 2007
Investment \$235 per person, CEU's available

Do what hundreds of managers have done, call 303.462.1277 today, and learn what you need to know and do to **prepare for the growing shortage of experienced sales talent!**

All programs held at Leadership Connections
Training Center
2420 W. 26th Ave., Suite 445D Denver, CO

Like me? Then buy from me! (Continued)

Auditories who make up an estimated 20 percent of the population, process information through linguistic thought. They use phrases like, “Sounds good”, “Tell me about it”, or “I hear you.” In selling to the auditory, the like to hear quotes, testimonials, and they will ask a lot of questions.

Kinesthetics, who make up the remaining 25 percent, rely most heavily on their feelings or emotions and say things like, “It feels right”, “I’ll touch base with you later”, or “I’m comfortable with that.” Create good feelings for them with emotional stories, giving them time to decide, and allow them to touch the product, service, or brochure. Experts also teach that communication is only 7 percent verbal. The remaining is non-verbal – 55 percent physiology and 38 percent tonality.

By understanding the three representations of people, you can determine which category fits your customers or clients and adjust your communication style so they will feel more comfortable. They will perceive that you are like them, and they will perceive that you understand them. NLP will help you build rapport and trust throughout the entire sales process and every time you interact with another person. The goal is not to mimic but to match and mirror language, body posture and tonality. It is a natural law of the universe to seek harmony, so why not consciously work towards harmony? Being in harmony and increasing comfort opens the door to establishing trust, character and competency more quickly.

I think the one lesson I have learned is that there is no substitute for paying attention.

- Diane Sawyer

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**Read Garry's Article:
Fading Sales Stars
in the
Denver Business Journal**

Managing Stress

Stress isn't always bad. For many, it's a necessary part of the process. Stress can be a motivator. The pressure of deadlines, budgets, sales goals, and the demands of others can push one to accomplish something that would have been impossible with unlimited time, money, and the absence of pressure. Stress can be good. The important part is keeping it in check and manage the stress.

What is the most stressful or difficult situation where you had to maintain your composure in a sales call? What did you do to maintain the composure? How do you think you did? If you had it to do over, what would you do the same? Differently? Every successful person has his or her own way of handling stress. For many keeping a journal helps. The act of writing things down will help you in the future when you want to look back and gain perspective on your actions and review lessons learned.

When you find yourself stressed ask yourself the following questions: Will this matter in five years from now? If yes, then take action—do something about it. If no, then just let it go. The most successful people in sales realize they can't control everything.



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