

# Sales Mastery™ 'Lead the Pack'

## Sales Newsletter



2007 ■ Volume 7, Issue 5



Evidence indicates ravens may locate elk and attract the attention of wolves to the elk. Ravens and wolf pups have been observed in what appears to be play with each other. Successful salespeople build mutually beneficial alliances, networks and create win-win relationships by helping others get what they want.

### Understanding Human Nature—The Sales Rescue

Despite all the effort sellers might put into developing skills, expertise and knowledge, it is still difficult to make a sale or close a deal without the help of the customer. Sales rescue is about engaging the prospect in a way to help us sell to them. There are several areas in which the customer's help is needed. Clarifying problems, qualifying and closing come immediately to mind. Other areas would be recovering from mistakes, clarifying conflicting data, getting return calls and sharing uncomfortable information. We need them to willingly return our calls and communicate honestly and openly with us. Also, we need their help to forgive our mistakes in the process (assuming that we all make mistakes from time to time.)

The sales rescue is really about understanding human nature, about understanding people's feelings and how we impact those feelings in our interaction with them. Traditional sales behaviors tend to make prospects and clients uncomfortable. The old adage, 'People hate to be sold, but love to buy' still is largely true. Prospects who feel good about themselves will be more receptive and willing to share and discuss problems and needs. It is the seller's role to help their prospect feel comfortable and confident in the decision making process.

Think of stimulus and response. Most people have 'hot buttons' that stimulate them, but anger is not the only response that can be stimulated. A common and more subtle response is empathy and a desire to help others who are in need of assistance. Extreme examples are natural disasters stimulating masses to help. On a less extreme scale, think of people who drop something in a store or who accidentally knock something over. Others commonly come to their rescue.

Similarly in selling by allowing ourselves to be 'vulnerable' and 'less than perfect' we can often stimulate a rescue or helping response. Intelligently struggling when we are confused, simply asking for help, or forgiveness can lower defenses. When others share problems and challenges they do not want to appear incompetent or alone in their struggles. Keep them comfortable by letting them know they are not alone. Avoid using industry and technical jargon they may not be familiar with. Help them feel good.

### UPCOMING EVENTS

Please contact us for registration information.

**303.462.1277**

#### SALES MASTERY™ CLASSES & SALES MASTERY™ ADVANCED

View our calendar at:  
[www.LeadershipConnections.com](http://www.LeadershipConnections.com)

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

*June 13, 2007 Building High  
Performance Teams, Part II*

Use a systematic and proven methodology for selecting the top sales talent and duplicating top producers. Apply interview processes that uncover the real candidate. Live interviews will be done in this session.

#### Prospecting & Scouting Calls 9:00 AM—3:00 PM

*June 21, 2007*

*Top sellers are top prospectors!*

Tired of waiting for the phone to ring? Too little time to prospect? Too many things to do? Do you procrastinate? Need more prospects in your funnel? Want less rejection? Join us for this seminar and learn the answers to becoming confident and successful prospecting!

Classes held at Leadership Connections Training Ctr,  
2420 W. 26th Ave., Suite 445D Denver, CO

**303.462.1277**

[Info@leadershipconnections.com](mailto:Info@leadershipconnections.com)

## Elevator Etiquette—Is it OK to talk?

Sometimes one of the quickest journey's we take is the one we take up and down everyday—the elevator. Whether you work on the second or third floor or the seventy-fifth floor, it is important to focus on proper etiquette. Elevator etiquette is one of those things you learn on your own by observing other people and their annoyances. Elevator etiquette consists of: waiting, boarding, inside the elevator and exiting. **Waiting**—if you only need to go up or down one floor, it is preferred that you take the stairs, especially during busy times. There are exceptions for example, if you have a baby stroller, large packages, or are unable to take the stairs for health reasons.

**Boarding**— Stand to the side of the elevator prior to boarding. If there is someone exiting the elevator allow them to exit. We've all experienced the businesspeople who mow one another over trying to enter the elevator.

**Once the Doors Close—Is it OK to talk?** Conversations in the elevator are generally discouraged, however it is acceptable to continue a conversation that was started prior to boarding as long as it is not clearly irritating others in the car. Avoid inappropriate jokes and topics that could offend others. If you recognize the other passengers are not enjoying your discussion STOP talking and continue when you have arrived at your destination floor. Talk softly, and do not assume that everyone in the elevator cares about what you are saying.

If your personality dictates that you must start a conversation with complete strangers, begin with simple discussions about weather or current events. Avoid long discussions that may get cut off when one of you reaches their destination floor. Gentlemen should use extra caution when starting conversations with women they do not know - especially if the elevator is in a parking garage or empty building.

If a passenger boards while others already in the elevator are conversing, DO NOT think this is an invitation to join their conversation. Do not cut in unless you are invited to join the discussion. Also, it's important not to make fun of people when they get off the elevator. You never know if other passengers in the car know the person. Singing, humming, whistling or listening to loud music is also unnecessary.

Regarding pressing the buttons: pay attention to which buttons have been pressed when you enter the elevator. Once a button has been pressed, nothing more can be done. Re-pressing the floor button will not make the elevator get you to your floor any faster. Re-pressing is disrespectful to the person that has already pressed the button and is generally irritating.

If you find yourself close to the button panel in an elevator, you have the additional responsibility of button management. It is your job to make sure the other riders have had the button for their floor pressed. This keeps people from reaching across you or through a crowd to the gain access to the button panel.

**Exiting the elevator**— When standing between someone trying to exit and the door, do your best to move out of the way for them. If necessary, exit the elevator, allow them to leave, and then you can re-board. If the elevator is extremely crowded, politely please let others know that you have arrived on your floor and quietly exit the elevator. It's polite to hold the door open button if there is a large crowd entering and exiting, however, it's disrespectful to hold the door open only to finish a lengthy conversation. Although elevator etiquette it quite simple, and understood by most, it's always nice to help those around you have a better day!

You can multiply happiness by dividing it.

Leadership Connections  
2420 West 26th Ave., Suite 445D  
Denver, CO 80211  
[www.leadershipconnections.com/articles.htm](http://www.leadershipconnections.com/articles.htm)

**Read Garry's Article:  
Sharpen Follow-up Calls in  
the Denver Business Journal**

