

Does This Mindset Lead To The High Pressure Sales So Many Of Us Hate..

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By Kim Klaver

On my newsletter sign-up at my Banana Marketing website, I pose this question:

What's the # 1 thing you wish you could offer a customer or recruit?

Here's a response I got two days ago.

"I want them to really get how great our products and business opportunity are." – Melanie K.

This is understandable, right? What sales person who loves her products and business opportunity doesn't want everyone to "get" how great they are?

This attitude though, when it's actively turned on, leads to the high pressure sales talk and tactics that so many women steer away from. Why?

Because like Melanie says, she's on a mission to convince and sell someone else to her point of view.

She's on her way to straining her relationships already. Many networkers have no place to go for Christmas dinner. (Who's a member of the "NFL Club" here – No Friends Left – from having over-exercised the "mine is the greatest" attitude?)

It's easy to see, from our consumer shoes, why that attitude puts off so many people.

First, do you like to be forced and nagged to someone else's point of view?

And especially, when there is little or no basis for trusting the person's opinions and claims. We do know the person looking to make a sale.

Second, real people make choices based on much more than whether a product or opportunity is great or not, don't we?

There are many great things out there that I don't buy, even if I could buy everything I wanted to buy.

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I love my Range Rover. However, I also like the Hummer, but I don't own one. The MiniCooper is also cool, but I don't own one.

There are many other cars that are "great" too – Bentleys, Ferrari's, you can add to the list – but I didn't buy any of them. Arnold Schwarzenegger, CA's governor, bought 5 Hummers, and he could have bought other high priced cars. But he didn't buy everyone he could have bought. And not because the others weren't great.

How about you? How many "great" choices are you leaving on the table when you buy, say, toothpaste, or a home, or choose a business or a mate?

To become a successful marketer of things you love, you must first open the mind of the other person a bit to what you are offering.

To increase your chances of opening that other mind just a little, enough to slide in your offer for their consideration, adopt these two attitudes:

1. Embrace the fact that nothing is for everyone. Probably you've already learned this the hard way, hmm? Tables turned: Do you enjoy having someone trying to force you to their way of thinking?

Now, let's assume that the products or businesses being offered are good to begin with, even great, and not shams or scams. If we can assume that, here's the second attitude to adopt:

2. Marketing anything to anyone has one purpose: to see if there is a match.

Of course the ultimate goal is to make sales, else you'll starve. But let your goal be to make sales to the RIGHT people. Where there's a match between your offer and what's important to them. They'll tell you if you just ask a question or two.

The long term marketing game is NOT just see if you can persuade someone them that your thing is the greatest for them. That's what leads to irritating and questionable high pressure sales tactics so many people hate.

Plus there's no repeat business if you pushed too hard, or if the promises you made didn't happen. Each time you make a promise about what will happen to someone, ask yourself: Can you keep the promise you just made about what will happen to that person?

The big drop out rates in our field attest to this gaping gap every day. The epidemic over-promise, under-deliver approach is continuing to erode our reputation. And when you really pressure someone who caves in and says yes, you know what happens, yes?

Remember the old adage, "A man persuaded against his will is of the same mind still"?

Furthermore, we all intuitively know great or greatest is relative.

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"According to whom?" is the question that always pops up in my mind when someone pitches me "the greatest business opportunity out there" (or product). The "greatest ANYTHING" triggers that question from my brain. Just because the sales person says it the greatest, doesn't mean I will think that. Doesn't he have an agenda that could color his stated opinion?

But even if I agree something is the greatest, that doesn't mean I'll buy it.

If I don't care for golf, I won't buy the greatest set of clubs. You?

Good marketing is not about imposing our view on someone else about what is good or great for them.

To play at marketing AT ALL, it is assumed by the public that the products or businesses do what they say they will. That's the first cut. If someone's product or business doesn't meet that, they shouldn't be in business at all.

If we've learned one thing in the network marketing business, it's that too many broken promises means lots of dead bodies, bad word of mouth, and a bad name.

But, assuming that the products or the business is as represented, and people and products do what they promise they will, then it's all about match-making. Remember nothing is for everyone. No matter how great you think it is.

To see if there's a match, you need to ask the other person certain questions. Make no assumptions about what they will want or what they think might be "great" for them. ASK first.

Finding the right people for your business or product is like shopping for shoes. There are many good ones, but don't you buy a particular brand you like? And do you, like me, leave the others in the store? Even "better ones" (according to you), or an equally good pair, but another brand?

Fortunately, with nearly 300 million people in the US alone, there are quite enough people for everyone to have a few in their business. It doesn't take that many good ones to have a successful business. The biggest gangster money earners have 4 or fewer people generating 85–90% of their incomes. Ask them.

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7 Ways to Stop "Selling" & Start Building Relationships

By Ari Galper

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Sometimes we can all use a friendly reminder to keep us from backsliding into old ways of thinking about selling that lead us down the wrong path with potential clients.

I was inspired to write this article after a few coaching sessions with a client named Michael, who sells a technology solution. Michael had been struggling with a mental block about how to detach from the traditional sales thinking he had learned from old-school sales "gurus".

You know who they are. You may even have some of their books or tapes. And you know their sales messages too: "Always be closing," "Think positive, and you'll overcome all your cold calling fears," "All you need to boost your sales is a few new sales techniques."

But all these outdated sales messages fail to address the core issue of how we think about selling. And unless we get to that core, and change it once and for all, we'll go on struggling with the same counterproductive sales behaviors. We'll go on experiencing the same difficulties and frustrations. And we'll continue to believe that we're always just one new sales technique away from the breakthrough we're looking for.

New Thinking = New Results

Maybe it's time to take a different approach. Maybe we need to seriously analyze our sales thinking so we can identify why we're not making more sales. Take a look at the table below and think about your current selling mindset. How would your selling behaviors change if you changed your sales thinking?

Traditional Sales Mindset: Always deliver a strong sales pitch.

New Sales Mindset: Stop the sales pitch — and start a conversation.

Traditional Sales Mindset: Your central objective is always to close the sale.

New Sales Mindset: Your central goal is always to discover whether you and your potential client are a good fit.

Traditional Sales Mindset: When you lose a sale, it's usually at the end of the sales process.

New Sales Mindset: When you lose a sale, it's usually right at the beginning of the sales process.

Traditional Sales Mindset: Rejection is a normal part of selling.

New Sales Mindset: Sales pressure is the only cause of rejection. Rejection should never happen.

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Traditional Sales Mindset: Keep chasing every potential client until you get a yes or a no.

New Sales Mindset: Never chase a potential client — you'll only trigger more sales pressure.

Traditional Sales Mindset: When a prospect offers objections, challenge and/or counter them.

New Sales Mindset: When a potential client offers objections, uncover the truth behind them.

Traditional Sales Mindset: If a potential client challenges the value of your product or service, you must defend yourself and explain the value.

New Sales Mindset: Never defend yourself or what you have to offer — it only creates more sales pressure.

Let's take a closer look at these central concepts so you can begin to open up your current sales thinking and become more effective in your selling activities:

1) Stop the sales pitch — and start a conversation.

When you call someone, avoid making a mini-presentation about yourself, your company, and what you have to offer. Start with an opening conversational phrase that focuses on a specific problem that your product or service solves. If you don't know what this is, ask your current customers why they purchased your solution. One example of an opening phrase might be, "I'm just calling to see if you'd be open to some different ideas related to lowering the risk of any computer downtime you may be having in your company?" Notice that you are not pitching your solution with this opening phrase.

2) Your central goal is always to discover whether you and your potential client are a good fit.

Let go of trying to "close the sale" or "get the appointment"— and you will discover that you don't have to take responsibility for moving the sales process forward. If you simply focus your conversation on problems that you can help potential clients solve, and if you don't jump the gun by trying to move the sales process forward, you will find that potential clients will actually bring you into their buying process.

3) When you lose a sale, it's usually right at the beginning of the sales process.

If you believe that you lose sales because you make a mistake at the end of the process, take a look back at how you began the relationship. Did you start with a presentation? Did you use traditional sales language like, "We have a solution that I believe you really need" or "Others in your industry have bought our solution, so you should consider it as well"?

When you use traditional sales language, potential clients can't help but label you with the negative stereotype of "salesperson." This makes it almost impossible for them to relate to you from a position of trust. And if trust isn't established at the outset, honest communication about the problems they're trying to solve, and how you might be able to help them, becomes impossible too.

4) Sales pressure is the only cause of rejection. Rejection should never happen.

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Rejection happens for only one reason: Something you said, as subtle as it might have been, triggered a defensive reaction from your potential client.

Yes, something you said. To eliminate rejection, simply shift your mindset so that you give up the hidden agenda of hoping to make a sale. Instead, everything you say and do should stem from the

basic mindset that you are there to help potential clients. This makes you able to ask, "Would you be open to talking about issues you might be having affecting your business?"

5) Never chase a potential client—you'll only trigger more sales pressure.

"Chasing" potential clients has always been considered normal and necessary, but it's rooted in the macho selling image that, "If you don't keep chasing, it means you're giving up — and that means you're a failure."

This is dead wrong! Instead of chasing potential clients, tell them that you would like to avoid anything that resembles the old cat-and-mouse chasing game by scheduling a time for your next chat.

6) When a potential client offers objections, uncover the truth behind them.

Most traditional sales programs spend a lot of time focusing on "overcoming objections." These tactics only put more sales pressure on potential clients and also fail to explore or understand the truth behind what the potential client is saying. When you hear, "We don't have the budget," "Send me information," or "Call me in a few months," do you think you're hearing the truth, or do you suspect that these are polite evasions designed to end the conversation?

Rather than trying to counter objections, you can uncover the truth by replying, "That's not a problem" — no matter what clients are "objecting" to — and then using gentle, dignified language that invites them to reveal the truth about their situation.

7) Never defend yourself or what you have to offer — it only creates more sales pressure.

When a potential client says, "Why should I choose you over your competition?," your first, instinctive reaction is probably to start defending your product or service because you want to convince them to buy.

But what do you think goes through your potential client's mind at that point?

Something like, "This 'salesperson' is trying to sell me on why what they have to offer is better, but I hate feeling as if I'm being sold." Rather than defending yourself, try suggesting that you aren't going to try to convince them of anything because that would only create sales pressure.

Instead, ask them about the key problems that they are trying to solve, and then explore how your product or service might solve those problems —without ever trying to persuade.. Let potential clients feel that they can choose you without feeling "sold."

Ari Galper is the founder of Unlock The Game™, the only selling program completely focused on eliminating pressure from the sales process. His best-selling Unlock The Game™ Self-Study Program continues to make in-roads in the U.S., UK, Australia and Canada. Visit

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