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**Hardcore Sales Vs. The Relationship Part II: Building A Relationship With Your Prospect!**

**By Wild Bill Montgomery**

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I would like to discuss some of the positives and negatives of sales and how they relate to relationship building. I would also like explain how you can go about starting to build a solid vendor-client relationship, and what pitfalls to avoid in the process.

DON'T ever give your prospective client the feeling of "This person is just here to sell me something" or conveying even the smallest inkling that portrays "Selling".

DO always "help" your client arrive at the fact that your are here to provide a service or product that they want and need. You are not there to sell; you are there to help.

DON'T go into the "Salesperson Overdrive". There are many of you out there, including myself, that must fight the urge to SELL or to Dominate the prospect. Whether you know it or not, you are setting yourself (and the prospect) up for that final decision, "Yes Or No, What Will It Be"? You end up in the situation which most of us despise, "The Sell".

Your entire Business Persona should be a Soft Persuasion. This means that you never try to make your

prospect see things your way, It's quite the opposite actually. Soft Persuasion is in the Packaging. It's the way you package your company, yourself and your product or service. I don't mean the box it comes in. When I speak of packaging, I mean the way you portray your company and yourself. It should be a positive and confident portrayal, not an overbearing one.

Hard Persuasion too often comes back to bite you in the ass. Hard Persuasion separates you from your prospect, moving them away from you. Nobody likes to be bullied, and that's what Hard Persuasion or the Hard Sell comes down to. No matter how nicely you do it, you are

bullying them into seeing things your way. This is not to say that there are not some of you who can make this work, but for most of us the Hard Sell Close is a feat that is beyond our capabilities. This is because we are business professionals and technical experts, not seasoned sales people.

Approach your prospect as if they are already a client. Assume this because they truly need your service, not because you want to make the sale. How you see and treat your prospective client is how they will see themselves. Perception is a strong tool to be used wisely.

Cover all the details before they can become potential problems in the closing of the sale. Covering all the details can help you avoid being pulled into an objection contest. Always maintain the one-to-one Relationship. Once you move outside of that circle and separate yourself from the prospect, it's almost impossible to get back. You have removed yourself from their domain of trust to the domain of a salesperson. Crossing this line even once will cause your prospect to mistrust you and see you as a salesperson, not a service provider.

Staying low-key and creating an atmosphere of "no-pressure" is imperative. Remember; portray confidence, not arrogance. This is what Relationship Selling is all about. You want your prospect to feel at ease, not backed up into a corner waiting to strike out at

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whatever you have to say.

Above all, learn how to handle and deal with rejection in a positive manner. If you have carried yourself confidently explained all the details and they tell you "no sale", it may be that they were not a good prospect in the first place. It could also mean that they are indeed still a good prospect and they simply don't know it yet.

Next week, I'll pass on some techniques used in the process of relationship building and selling. Until then my friend work hard carrying yourself with confidence and honesty.

If you missed last weeks Part I, you can review it at:  
<http://216.147.104.180/articles/data/20001018031828.shtml>

It's been a pleasure. Please Feel Free to write me <mailto:wildbill@greatdesignz.com> and let me know what you "Honestly" think about sales, marketing and of course my article!

I hope you can join me next week for Part III:  
"Tips and Techniques For Relationship Selling"

Would You Like To Discover More About The Advantages Of Relationship Marketing and Personal Branding? Check out Rick Beneteau's NEW Book "Branding You and Breaking the Bank".

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Article Archives!

## **Part I: Sales, How Revolting! Part I: Sales, How Revolting!**

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### **Part I: Sales, How Revolting! Part I: Sales, How Revolting! by Wild Bill Montgomery**

From the time I was old enough to grasp the concept of sales I knew I wanted to be involved. My dad was in sales, I wanted to be in sales. At the tender age of 17, I was still under the false impression that sales and marketing were the same thing. Eventually I went to school for a specialized degree in business/marketing, while working part-time selling home fire safety systems and found out a very distressing fact. I'm not a salesman. I enjoyed observing them in action but when it came right down to it, I found the act repulsive and still do today. I gave up on my dream of being another J. Paul Getty and discovered an even bigger love; "Computers". Big Mainframes, Cobol, Pascal, they were my true desire now. I was still fascinated by Sales and Marketing, but believed it was only a pipe dream, because I just didn't have what it takes to be a salesman. You see, even with a formal education, in the back of my mind I still believed sales and marketing were one and the same thing.

Eventually, I started doing programming on the side, but still had an extreme phobia about sales and selling people on my services. Then in 1991 I picked up a book on vacation called "Marketing Your Services". I rediscovered the fact that marketing and sales are not the same and I don't need to be a high-pressure salesman to market my talents. I found something called "relationship sales". Sales is sales, right? You have to convince the customer to buy what you have to sale. Wrong!

You know the high-pressure sale is hard on everyone involved. The "burnout" statistics are so high that only 5% of high-pressure sales people stay with it for life. But it's not only hard on the salesperson, it's hard on the customer too. Have you ever sat through a home vacuum cleaner demonstration? Most of these people

are hardcore pros. They have to be to last even a year. I know, my father was one for most of my childhood, and he was good, I'll give him that. But, eventually even he burned out, and went into construction.

For the potential victim, and I say that with all sincerity, it's just like being lined up for the firing squad. You know it's coming and feel completely helpless to stop it. This is how I pictured marketing until I read the book. It's not like I didn't study the difference in school. I can't remember whether I just didn't believe it or I just didn't get it. No matter, it was what it was and I wanted no part of it anymore.

In 1997, I discovered the Internet. Some small part of me was still crying out for the dream. The "J. Paul Getty" dream. I saw an opportunity and I wanted to get in on it. With time constraints, two jobs and a family who demands my attention, I very slowly got into HTML, Perl and eventually Flash and SQL. But what good is it going to do me. I already had a great job that I wouldn't leave for another. So I decided I would set up a website and sell what I have learned. So I wrote attention getting headlines and hard selling copy. I figured Internet sales was a lot easier, because there was no face-to-face pressure. I could sell my services on my web page. Too bad it's not that easy. People are inquisitive, curious and skeptical. I found myself getting emails about this and that, getting telephone calls asking me why they should pick me. The problem was I couldn't back up my hardcore sales pitch in a more personal manner. I just couldn't figure it out, even with reading all about it. How can this be happening again? What is the answer? I went back and read that book that I had read years before, just one more time to refresh my memory. It clicked, "Relationship Sales".

Relationship Sales is actually a lot like "Personal Branding". But it gave me a new outlook on sales. Selling, in it's most basic sense is the one-on-one process of building a relationship between seller and prospect. The "good" sale comes after both parties involved discover that a relationship has been built. I figured it out. Selling and marketing are not one and

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the same, however they are a part of each other, meaning one cannot prosper without the other. They're quite synergistic you know, empowering each other to reach their final goal: The Sale.

I hope you can join me next week for Part II: Building A Relationship With Your Prospect

It's been a pleasure. Be sure and stop by

or  
and visit or feel free to  
write me and let me  
know what you "Honestly" think about sales, marketing  
and of course my article!

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