

Love At First Sell

How to Make Your Buyer Love You

PART 1: The Short Term Approach



webstrategies



Why is it that most people put their guard up when approached by a salesperson?

I mean, c'mon – we're normal people just like them!

News flash: Salespeople have a bad rep!

It comes from years of high pressure sales pitches for junk no one needs and it lands salespeople near the top of every "least respected professions" survey.

Feeling good about yourself yet?

Here's the reality: People love to buy things. And they buy things from people they like...

So, if people love to buy things and you can get them to love your product, what does it take for them to love you?

This eBook explains how to make an instant connection with your buyer. It focuses on a short-term approach. This approach will help you get your relationship started on the right foot.

To get maximum results and build long-lasting relationships, these short-term tips should be paired with long-term efforts. Read more about long-term approaches in **Love At First Sell: How To Make Your Buyer Love You (Part II)**.

The Short-Term Approach

To start things off right, you must understand what you bring to the table. Not just with your products but with your unique personality.

But it doesn't stop there...

What if you could instantly gauge your buyer's personality and deliver a tailored experience that would make an unforgettable first impression?

YOU CAN!

In this section, we'll explain how to utilize your unique personality and how to quickly gauge your buyer to provide a customized experience. Plus, you'll learn ways to actually implement these short-term strategies and how they translate to long-term sales.

Understanding Communication Styles

What is your unique personality?
Do you have one?

Throughout your life, your friends and family have given you feedback that reflects what type of person you are.



Do you get that same feedback from your coworkers and customers?

Most people act a little different at work than they do at home. And that's normal. But, if you're masking too much of your true personality, you could be holding yourself back from bonding with your buyers.

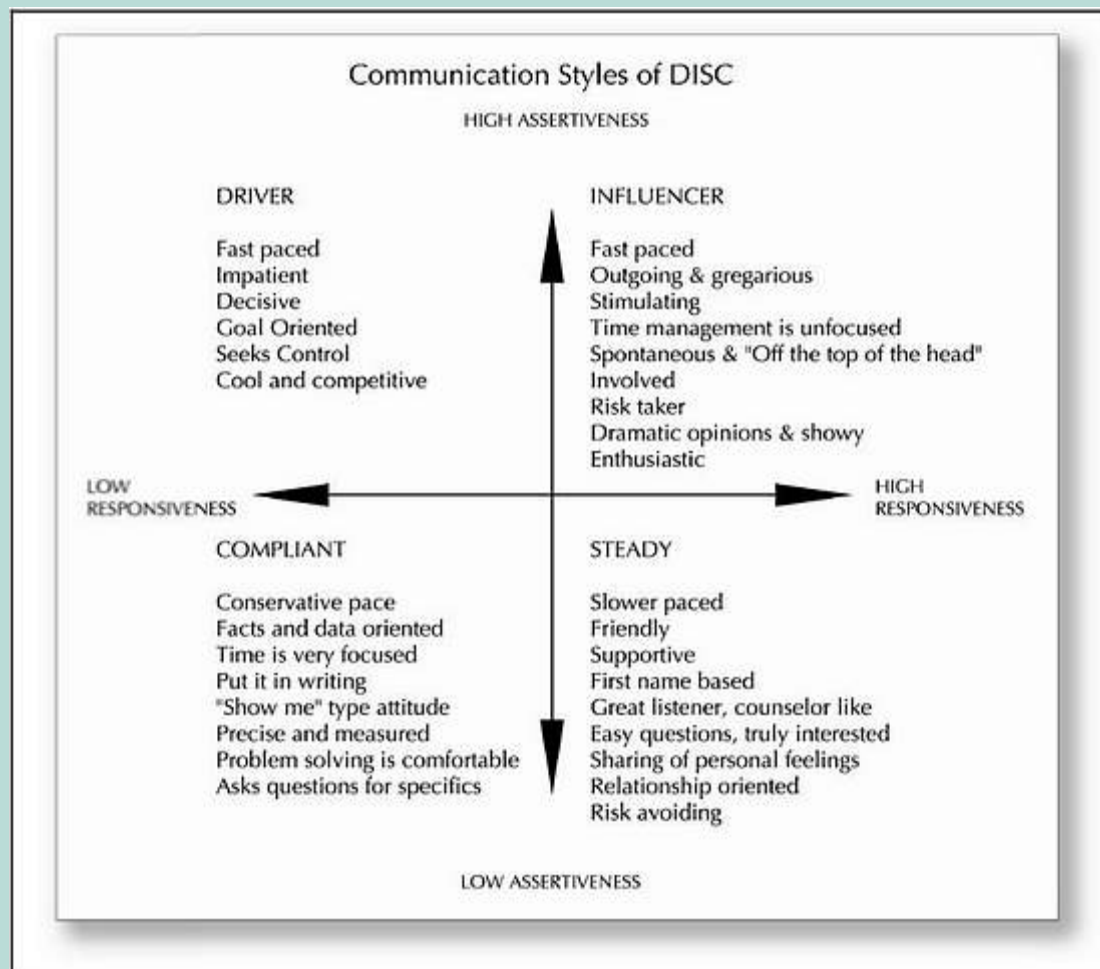
Don't worry! We have a solution for you.

The first step is to get a better understanding of your true personality.

You can do that by using the DISC Test. The DISC Test uses multiple choice questions to determine your personality type. The reasoning behind the DISC Test was developed in the 1920s but it wasn't used for testing until the 1950s. A simpler, broader version was created in the 1970s and since then, over 50 million people have taken the test.

It's used by 70% of Fortune 500 companies, as well as super-sellers like Tony Robbins.

You can take your own **Free DISC Assessment** online. It's easy and only takes 5-10 minutes.



Your communication style shows up in one of four quadrants, which are based on your level of assertiveness (ego drive) and level of responsiveness to others (empathy).

About 56% of us fall into the Influencer quadrant, while 36% of us are in the Driver quadrant.

The toughest person to connect with is the person diagonal to you. If you're a Driver then connecting with a Steady will be the most difficult and if you're a Compliant then connecting with an Influencer will be the most difficult.

The closer you are toward the middle, the more you'll be able to adapt to different people and different situations.

Matching Communication Styles

Here's how this relates to sales and getting your buyer to love you:

Let's say you're an Influencer (most salespeople are) and you're trying to sell to a Compliant. Because of your high level of assertiveness compared to the Compliant, your buyer might think you're just another pushy salesperson. And, because of your need to be empathetic to others, your buyer may think you're wasting her time with small talk or rants about your product.

Here's how to adjust...

STEP #1

Ask Questions About Your Buyer

Does your buyer focus on facts or feelings?

If the answer is more factual, she's on the left side of the matrix

Is your buyer fast or slow paced?

If she's fast paced, she's probably on the high side of the matrix

STEP #2

Use Your Answers To Mirror Your Buyer's Communication Style

Not sure how to alter your communication style?

Here are two examples of how to apply this process:

Example 1: If your DISC profile has you on the high side of the matrix and your buyer is on the low side, you probably need to slow the pace and be less assertive.

Example 2: If your profile has you on the left side of the matrix and your buyer is on the right side, you'll need to communicate in more creative, conceptual ways. Also, try being more gregarious and express more interest in the individual.

By quickly assessing your buyer's DISC style and altering your own to match them, you'll form a stronger connection right from the start. It may be tough at first but practice it with friends and family first until it becomes automatic when interacting with people.

Boost your sales team's performance fast! To get the most from your sales team, provide them with hands-on sales training from Sales Expert, Neal Lappe today.

Boost Your Sales

5 Ways To Connect With Your Buyer

Understanding communication styles will go a long way. But it helps to know a few specific actions that you can implement right away.

At your first meeting with your buyer, follow these steps...

STEP ONE

Give A Compliment

We all want to feel good about ourselves. Make your buyer feel good by giving an honest compliment.

Don't mention how nice the weather is or how attractive the office looks. Find something more sincere. Was the receptionist friendly and inviting when you walked in? Let your buyer know. Have you followed their business and you're truly impressed with how they've continued to improve over the years? Mention it!

Sincere compliments will be received much more positively and also lead to more engaged conversation.



STEP TWO

Bring A Gift

When you give a gift, your buyer feels the need to reciprocate. That reciprocation most often comes in the form of her time and attention. When you give a gift, you begin to break down the “salesperson stigma” because the buyer wants to return the favor.



Don't give the buyer something with your logo on it. You can do that later. A logo gift will make you look like every other salesperson out there. Instead, give something that has personal value like a gift card to a coffee shop. Your customer will appreciate the sincere gesture and you'll start to create a positive relationship.

STEP THREE

Be A Source Of Valuable Information

Your goal should be to separate yourself from your competitors and make a strong connection with your buyer. One way to do that is to be a source of truly valuable information.

But how do you do that?

Here's how: Bring some type of valuable information that your buyer may not already know about.

If it's someone in the technology field, bring a recent study about technology. If it's someone in the marketing industry, bring a good article about marketing.

Your buyer will appreciate your thoughtfulness, which will position you above your competition. It will also spotlight you as a knowledgeable person and further connect you with your buyer.



STEP FOUR

Have An Exhibit

Most people like seeing their name in lights. It's another form of personal affirmation.



Create that feeling with a binder, file folder or other item that has their name on it. Make it look more professional by printing a copy of the customer's website homepage (or another relevant image) and sliding it into the binder cover. The buyer will think two things when she sees it:

1) "I see my name and that gives me a feeling of importance"

2) "This salesperson has obviously done some preparation"

Both thoughts will strengthen your relationship with the buyer.

STEP FIVE

Make A Reference

Let's say you're calling on a trucking company that wants to implement some type of new system. Try making a statement that raises your credibility and separates you from your competition. Here's an example:



"I'd love to learn more about what you're trying to achieve here. We recently did a project where we implemented a customer tracking system for a courier service and it worked great for them. Some of what we learned on that project might be helpful with what you're trying to achieve."

Never lie to a buyer or be insincere. Smart people will see through that immediately. It may take a little extra work to come up with relevant information or to make a sincere compliment, but make that investment. It will pay off for you.



You're All Set!

Are you ready to create relationships with buyers that will last?

Take these tips and really use them to see noticeable results in your buyers' responses and unleash your true sales potential. If you liked what you read, there's more where that came from:



**Get Hands-On Sales Training
To Maximize Your Sales Today!**

