

Raise Your Customer Response Potential

Principle 1: Customers buy from people that project trust.

Most people have what is called "comfort zones." If you step in their "comfort zone" then they get uncomfortable and tension pops up. Everything a salesperson does will produce either tension or trust. If you create tension you get resistance. If you create trust you get a response!

Principle 2: Customers buy from people they respect.

When something goes wrong with something you care about, don't you take it to someone whose professional skills you respect? Every person asks mentally "Why should I spend my time listening to this person?" If you look, act, and talk like you have something important to say, people will give you the time to say it.

Principle 3: Customers want to make their own decisions.

If they respect the person they are dealing with, they will welcome the information provided by him or her. They will even seek the advice of a salesperson they trust. But when it's time to sign the check they want to feel that they have made the decision, not the salesperson.

Principle 4: Customers buy for their own reasons, not yours.

It is easy to exert pressure on the customer. When this happens, customers may feel manipulated and may even resent it. Don't pressure your customers.

Principle 5: Customers buy from salespeople who understand them and their needs.

Moving a prospect from "I don't need it" to "I'll take it", seldom is accomplished by telling them all the wonderful things about the product. Instead help the customer discover what he or she wants and how to get it through the way you are selling. When you do, you're customer response potential will zoom upward!