



L B MARKETING SERVICES

The Spirit of Selfless Selling

There are two very different kinds of selling - Selfish Selling and Selfless Selling. We tend to put most selling into the Selfish Selling category.

Selfish Selling is primarily focused on making the sale, not serving the customer; the attitude is primarily self-serving; the agenda is some level of deception, and the perspective is that of "win-lose."

If we think that this is what selling is about, of course we wouldn't want to associate ourselves with that activity.

Selfless Selling is primarily focused on serving the customer; the attitude is one of generosity; the agenda is to educate and inform, and the perspective is that of "win-win."

When we encounter a sales person with this perspective, we don't even think it's selling. It feels more like natural communication. The experience is of being educated and assisted in making the right decision. There is no pressure, only possibility.

When you think about Selfless Selling as REAL selling, then selling becomes more approachable, more interesting, more fun, more fulfilling and also more successful.

When you are doing Selfless Selling, you are serving the prospect, working with them to discover their aspirations and dreams, uncovering challenges and offering powerful solutions.

To discover the spirit of Selfless Selling inside you, ask yourself these questions in any selling situation:

- How can I be of service?
- What do I need to know to help this person?
- What is their current situation and what is their biggest challenge?
- What information would be most valuable to provide?
- What stories would be most useful to share?
- How can I be clearer and demonstrate the value and the benefits?
- How can I make the choice easier?

When you discover this spirit or mindset of Selfless Selling you don't have to worry so much about sales and closing techniques, you make such a powerful connection with the buyer that the sale happens so naturally that it doesn't feel like selling.

Real selling is Selfless Selling. It isn't about manipulation and it certainly isn't about techniques. It's about connecting authentically with another human being and discovering how you can work together creatively.