



L B MARKETING SERVICES

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Stop Being Afraid to Sell

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By: Linda Brandt

There's a well-loved myth out there about networking – if I go out and just meet people, the business will come and I really don't have to sell, because I hate to sell. Be honest, how is that working for you?

The painful truth is that there are lots of trusted, loved and wildly influential smart people out there, who are working like maniacs and who are nonetheless still broke. It's easy to think that if your audience loves you, all that love will translate automatically into paying customers. It just isn't so.

You have to offer something they want

Your Uncle Barry loves you very much, but if you're a Prius dealer and he's more of a Lamborghini person, you're never going to sell him a car. Your audience needs to both love you AND to want your product or service. They also need to be in the market to *buy*. Talking to a woman who bought a new refrigerator two years ago, no matter how great your new model is, will not convince her to buy. She simple is not a buyer right now.

Why they don't buy, even when they love you

Now once you've found Uncle Barry a nice Lamborghini Gallardo Superleggera in racing red, he still may have some questions.

He'll have a voice in the back of his head saying you might be less trustworthy, because now you have something to sell.

He's suddenly facing a dilemma. On the one hand, he loves you. On the other hand, you're a scary salesperson. If you sell him something he doesn't like, it's going to mess up your relationship, and that's the last thing Uncle Barry wants.

The fact that he loves you doesn't vaporize his sales objections. And it doesn't mean he'll blindly buy everything you put in front of him.

There's no such thing as a product that sells itself

Like “self-cleaning oven”, this promise invariably turns out to disappoint. That doesn't mean you have to wrestle every prospect like Steve Irwin pinning down a crocodile, but it does mean you're going to have to do some selling, even if it doesn't *look* like selling. You have to help people buy and ask for the sale.



Prospects have fears. Just like Uncle Barry, one of their biggest fears is feeling like a chump for buying from you. That's why you have logical benefits and features—to calm the fear of feeling dumb.

If you've created a relationship, you still need to address their fears and objections in a respectful way, or you'll never be able to add a financial dimension to that relationship.

Answer the conversation going on in their heads

All of us have a paranoid internal conversation running about what could go wrong, how the world might be trying to screw us, why we shouldn't trust anyone, and so forth. This mental chatter gets louder when we make anxiety-producing decisions, like making big purchases. Help them by stepping right into the middle of that conversation and start answering questions.

Start with something like, “you might be wondering if the Lamborghini warrantee covers knuckleheaded driving behavior” or “you may be asking yourself why we're still charging you \$1.50 for the pine air freshener when you're willing to spend \$200,000 for the car.” Consider bringing up reasons they might not buy. Air objections out, acknowledge them, and get rid of them by addressing them head on.

If some objections remain unresolved, say so. Your product isn't going to be right for every buyer; don't pretend that it will be. Don't just hope people won't ask hard questions. Even if they don't ask them aloud, those nagging worries are still chattering away in your prospects' minds.

Resolving objections in a social context

Ask your potential customers what their biggest concerns are. True Fans love to give input. They want to tell you about their needs, frustrations and fears. Ask them and then be quiet. And, remember, don't let a pause in their talking signal you to start talking. EMBRACE the silence, and they will start telling you even more.

Engaging in this kind of conversation is one of the reasons you network in the first place.

Once you have asked the probing questions and truly listened, you can then say, “I think I have something for you that would match your needs.” Then show them if they are in your store or ask for an appt. to tell them more.

Probing questions persuade your audience to explicitly tell you what it would take to get them to buy. Wrap your message up with a strong call to action and a fair price.

You don't need to be able to sell ice to Eskimos to use these techniques. Use empathy, respect and natural conversation—tools you use every day.