

Influencing / Convincing

The idea as to how to influence others in sales is seductive. The idea that you can make another person do what you want them to do, or more likely, need to them to do, is a powerful idea. The tips, tricks, secrets, shortcuts, and gimmicks that the ages old sales process states as influence is not what is genuinely productive in influencing others.

Reaching commitment starts with sales influence - building trust relationships, understanding real needs and values, and managing any resistance the prospect or client may offer. Based on what was learned in the influence stage the salesperson can then make sales presentations of ideas and recommendations.

Your prospects and clients will only give you what you want, if you are willing to give them what they want. This means that you have to be prepared to do a of couple things. First, you have to care enough to understand what it is that they want. You have to ask the questions that demonstrate that you are working to understand their needs. However, understanding isn't enough; it takes more to influence others. You have to care deeply about helping them.

Your prospects and clients will know whether you care about them by your behaviors and your actions. If you spend time with them, working to create value, you develop the trust that influence is built upon. When you take the time to help them learn and understand more about their own needs, and by sharing the knowledge you have gained by helping others in a meaningful way.

○ Hot Tips

- “Join the dots’ between the prospects problem and your proposed solution
- Your relationship with your prospect is critical at this stage. Be authentic avoid scripted or cliché catchphrases
- Assist your prospect to acknowledge how your product or solution achieves the desired outcomes

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