



How do you know when you've done a good job?

Hope you're well.

How do you know you've done a good job?

A simple question. The answer will tell you whether you are 'internally referenced' or 'externally referenced'. Crucially, you can also quickly find out whether your customers and prospects are internally or externally referenced too!

And that means better connections, more engagement, fabulous rapport - and more sales.

All is revealed below.

Answer the following question with your immediate response...even if it doesn't make sense to you.

How do you know when you've done a good job?

Your response if you are externally referenced will be something like...you will know because someone tells you either verbally or non verbally...or you get a specific result like hitting your target.

On the other hand, if you are internally referenced your response will be that you just know inside...

Feedback comes from two sources...

...either from others or from you. If you don't believe or trust your own feedback you will need feedback from others to be sure that you're doing a good job.

When I train sales people in perfecting their presentations I ask them after their presentation to give me their view on one thing they did really well and one thing they could improve. Externally referenced people will find it easy to give me a number of things they could improve but only after pushing them do they give me one passable thing they did...just before asking me "what do you think?" This is because they need an external opinion to confirm what is good.

If...

...you're internally referenced, you will just know if you've done a good job as long as your outcomes are clear at the start. If you are not told what specifically is required, you will make up your own mind about what constitutes good performance. This may not be what the other person wants!

Influencing Strategy with your clients and prospects

To get your message across to your internally referenced customers and prospects, set out all the information then get them to internalise it by asking "How would this work for you?" Use statements like "only you can know if this is right for you". Your internally referenced customers and prospects will not generally be influenced by case studies and testimonials.

Your externally referenced customers and prospects will be more influenced by case studies, testimonials and other businesses in their sector that use your services or products. The more you give them, the more they are reassured that they are making the right decision.

Back to you

So are you internally or externally referenced? How about your customers? How about your prospects?
Until next time.

Leigh

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[PS: Remember to download your copy of "The 9 Biggest Sales Mistakes" HERE](http://www.sales-consultancy.com)
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