



Are you embracing the difference?

Hope you're well and had a fabulous bank holiday break.

After the last three "Tricks of The Trade" you should be well on your way to removing the negative beliefs that were conspiring to hold you and your team back!

Embrace the difference

Many sales professionals I meet are still pondering why it is that, however hard they try, there are still some prospects who they just can't seem to connect with. Yet they know that, if they could engage with this person then they could really help them!

It's then that I explain about 'maps'.

The map according to me, Leigh Ashton, has been created from the moment I was born to this very day. All the people I've come into contact with, the experiences I've had, the reactions, the significant emotional events...in fact everything that has occurred in my life. No one has had the exact same experiences as I have, so no one will be 100% like me :)

And it's the same for you, your team - and for your customers and prospects. They are all living their lives according to their experiences, their influences, their maps.

It's impossible therefore for two people to have the same map of the world.

So if you really want your team to engage with more customers and prospects, you need to make sure they leave their individual maps - and move towards the maps of each of their customers.

This is important because...

- 1) When they communicate with their customers and prospects they absolutely MUST get into their map of the world to get deep levels of rapport.
- 2) They need deep levels of rapport to uncover the true thinking of their customers and prospects.
- 3) They need to know the true thinking of the customers - to know if they can help them.
- 4) They need to absolutely know that they can help them to create a mutually beneficial long lasting business relationship.

How do your team members get into the maps of their customers?



Get them to stop talking about you, your business and what you offer. If they use **we, I** or your **company name** they are in their own map and not that of the customer. This makes your sales people much less attractive!

Instead, get them to ask questions using **you**...like **What problems do you have?** or **What objectives do you want to achieve?**

The more **you** questions that get asked by your team, the more they will find out...and the more they can then match your offering to what they really want!

Make sense?

So make sure your team stop **we'ing** all over the place and start using the magic of **you!**

Until next time.

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