

Generating better customer connections

Hope you're having a great week!

Olympic Mania returns! If you're like me you'll be marvelling at the determination being shown by these amazing athletes at The Paralympics.

Again, the stadiums and arenas are full and tickets are extremely sought after. For me this shows that if the product is right...and the sales and marketing approach is right...then demand will follow! Recession or no recession.



My question to you this week is...

Have you ever asked someone a question that can be answered in a sentence or two - and yet they're still talking 10 minutes later?

Or maybe asked for more details on an issue - and been given a one line answer?

- Are you the person that is only interested in the big picture and give very brief responses regardless of the question...or do you give a very detailed response when a brief outline is all that's needed?
- Have you ever noticed that some people in your team or company complain that they're never given enough information about what's going on and yet others feel that they get too much information to digest?
- Some people only want a brief outline of the situation; others want to know every detail.

Which one are you?

This can be a major source of frustration when the two preferences meet. The person with the **general** preference goes into shutdown when given too much information whilst the **specific** preference person is dissatisfied with the level of detail they receive!

So what do you do?

You need to communicate to people around you the level of detail you want so that they can deliver. Don't expect people to know what you need!

Influencing Strategy with your clients and prospects

When your sales people are communicating with your clients and prospects they absolutely must match their level of detail in order to stay in rapport. Too many details will confuse and irritate a **general** person and too much vagueness will upset the **specific** person. They should give the clients the level of detail they need and check for understanding.

Back to you

So do you have a **specific** or **general** preference? What about your customers and prospects? If your sales team can clarify whether their customers and prospects have a

specific or **general** preference - and then communicate with them using their preference, they will be well on their way to increasing their sales conversions! Until next time.

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PS: Remember you can get your complimentary DVD HERE - "The 7 Biggest Mistakes (your sales team could be making)"

To get your FREE download of "The Biggest Sales Mistakes" go here

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