



Tricks of the Trade

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Their Chunk Size Does Matter!

Have you ever been at a meeting when someone is talking about his or her vision for the organisation and somebody interrupts to announce that there are no loo rolls in the gents? Have you ever been bored at a presentation – you wanted an overview and got War and Peace?

Some people only want a brief outline of the situation. Others want to know all the details and more! That's why some people emerge from meetings and presentations complaining they haven't been told enough, whilst others, at the same meeting might argue they are weighed down with too much minutia. Some people like an overview, others seek detail.

How has this cost you in the past?

You will more than likely have been demonstrating your unconscious personal preference, whatever the needs of those you are communicating with. So if your an over view person, you'll likely be reluctant to go into detail, thus leaving those small chunkers frustration that they haven't anything like the information they need. On the other hand, if you're a detail person, some of your presentations and communication might well have your audience bored to bits if they only ever wanted an overview.

So...

To attain the very best connection it's essential you get to know the chunk size of anyone you're communicating with – customers, prospects, colleagues, suppliers. People have different needs as far as the level of detail they thrive on is concerned. If you get it right the world is your oyster. Get it wrong and, quite simply you could be losing sales.

Which is best?

There is no best – but there is certainly a best for the situation and your key to better sales results is knowing when to 'chunk up' or 'chunk down'. This means leaving your own personal preferences aside. Go into the 'map' of the person you're communicating with and go with their flow. Your flexibility is your key to better rapport, better connections and better conversion rates.

Remember, too many details will confuse a big chunker and too much vagueness will upset a small chunker. Give each the level they need.

How to find out

When you're next communicating with anyone, pay special notice to the level of detail they display when they're talking. If they're vague, give short answers and obviously don't do the small talk, it's clear that the best way is to respond in kind. Likewise if they go into detail, you need to too. In my experience many sales people find it hard to leave their own map, so that's the key. LISTEN – and respond.

Where else is this useful?

If you manage a team, take notice of how your team members differ. BY responding accordingly you can look forward to better connections with your team with all the gains that can bring. Likewise your colleagues at meetings and in general conversation.

I look forward to hearing your big chunk/small chunk feedback! In the level of detail you prefer of course.

Until next time

Leigh Ashton



PS – please forward these tips on to anyone you think can benefit from them.

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Bonus Tips...

Quick Sales Tip 1

Take FULL responsibility for your sales. Don't blame others - that only leads to a path of mediocrity.

Take responsibility for your actions and decisions. Successful sales people take responsibility for everything they do AND everything that happens to them.

Quick Sales Tip 2

Meeting a sales prospect? You'll need fabulous rapport to make it a total success.

Ask yourself beforehand 'what kind of voice tonality should I use' - 'what can I do to encourage my client to be at ease and to talk freely' - what will I do to ensure the discussion flows freely?

Where there's rapport, you can achieve ANYTHING!

Quick Sales Tip 3

Sales calls to make on the phone? You don't need a script - but you do need a logical set of questions to ask.

You don't have to stick to them rigidly but they're there to give good structure to the call.

Preparation helps the call flow - and helps reduce any nerves you may be prone to.