



## Make People Like You - An “Aha” Moment



Ever have one of those aha moments? You know, those times when the Christmas tree in your head lights up, sometimes referred to as an epiphany? The moment you realized something that had been staring you in face all your life but at that particular moment it came into focus?

I've been writing these articles for some time now and I have been sharing every matter of business that I experienced or found interesting or felt you should know about to help run your business more smoothly, efficiently or profitably.

But the big aha for me was when I ran into a faithful reader recently and she shared that although she looks forward to my articles in the daily news she doesn't always know what the heck I'm talking about.

I've spent most of the last 10 years lecturing, writing, training and or just plain talking about selling and marketing and advertising and all the various ways to sell to consumers. (Duhhh)

Well here's where the light went on.

People love to buy stuff. They just hate when somebody tries to sell 'em. (Jeffery Gitomer has written volumes about it)

Think about it.

Let's say you're in a designated shopping area either willingly or as a coerced participant and happen to go into an interesting looking emporium either out of some need or pure boredom, what's the first thing that happens. I'll tell you what; a "sales assistant" descends on you like you're wearing a Disney T-shirt that shouts help, help me, somebody help me.

Now I realize that a tremendous amount of effort and resources goes into training these individuals to be of assistance, translates, "try not to let them leave without at least pitching something". But we all know how we feel. (We hate the pitch)

We really do love to buy stuff; we just hate being pushed so "buzz off". Or in Canadian, "I'm just browsing thank you".

It struck to me during a conversation with a colleague recently just how important that statement becomes when you are out there trying to flog your product or service to some prospect. Our conversation went something like this:

"So Julie, just what is your marketing strategy?" To my total surprise, expecting to hear "niche marketing" or "value added service" or some other overused term thrown around by most marketing wannabes, she says; "I have no marketing program". "People I talk to want to do business with me".

Hello?

Having spent the last 30 odd years convincing entrepreneurs to advertise, market and sell, I was, needless to say blown away by her answer. "No marketing program?" I squeaked.

That's right Julie has no formal marketing program, at least none that she will admit to and yet she is wildly successful.

How can that be?

Let's go back to "we all love to buy stuff." When we've made up our mind that we really want or need that widget or service (\$5 bucks to anyone with a collectors quality widget) we can't part with our money fast enough. We really like the person who will be helping us with our purchase. We'd like to share our excitement with them and view them as part of the experience. We want to tell our friends about them and recommend them to our social circle. Aha!

Why is Julie so successful? Here's her secret. Fasten your seatbelts.

"They like me".

It's that simple folks. What Julie knows and experts have studied ad infinitum is this; we like to do business with people we like. I know it sounds too simple but it couldn't ring more true. You may not have the latest sales techniques but this simple truth you can practice every day. Work on it.