



## You Never Had to Sell Me Anything



I do a lot of sales related coaching and training sessions and most of the time I find that the participants get way ahead of themselves worrying about things like pricing, competition or value propositioning statements. Whoa!

I love how my favorite sales huckster Jeffery Gitomer sums it up as he blusters at his audiences: "Of the following four things, like, believe, confidence and trust, which one do you think is the most powerful?"

The vast majority of audiences will tell you that it's trust that is the most powerful.

He gleefully barks "You're wrong! It's like".

It's like.

In all my years of selling (I prefer to call it "creating the will to buy"), I've found as Gitomer points out, that if people genuinely like you, you'll have a much greater chance of selling them something than any value propositioning statement or razor sharp price will. Selling on price only makes you a commodity. Don't go there.

Don't get me wrong, I've shown folks how to write VPS's, and in some cases it works. But of all the traditional approaches including some of the latest sales training programs, it will still always come down to people clicking with people.

I don't mean to understate the importance of doing your homework before you approach a new client or prospect, but it really will come down to how well they relate to you before you'll ever get a chance to do your best stuff.

In training, I start from scratch.

What do you say to someone that says, "So, what do you do"?

Think of it this way, they're really saying, "OK, ya got 30 seconds and if you ever want me to give you the time of day again, this better be good".

This is where you're cocked and ready to fire. You've got your 30-second parking lot script and without missing a beat you let it slip off your tongue like butter on pancakes.

### Here's a quick and easy 30-second spot:

After greeting the person, you ask what it is that they do.

When they answer they will likely ask what you do; here's your opening:

1. (ask a question)  
"you know how when.... (create a story about something or a situation that you handle in your business)
2. (say what you do)  
"what I do is...etc.
3. (state the benefit)  
"so that you (or they) can...etc.

This is the easiest foolproof way to begin, and practiced, will sound just like a familiar conversation you would have with your neighbor. A former client once told me "You never had to sell me anything; I always wanted to buy from you".

That's what you're going for.

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