

Be a Guest, not an Intruder...

As sales professionals we have all had the opportunity to come in behind previous sales visits and critique the techniques of the person who came before us. One of the things I'm always amazed by is the simple lack of hospitality that some sales professionals show their hosts. We are guests in these homes. The least we can do is act like it.

I've heard many sales trainers state that you should never accept food or drink while on an appointment. While I agree that offers of whole plates of food should be politely declined, I usually just state that I had previously eaten and was still full. However I don't feel that this applies to all offers. I feel a cup of coffee or a glass of water should always be graciously accepted. Should you do otherwise I think you run the risk of seeming standoffish, especially with an offer as simple and benign as a glass of water. With coffee, half of the time your clients are offering it to you is because they would really like some themselves. Even if it's not yet made, it only takes five minutes to do so, and really, if you can't keep the conversation going for five minutes then this probably isn't the career path for you.

In addition, one of the techniques I will use to try and bring around a client who is being standoffish towards me, is to simply ask for a glass of water. There's psychology that states one of the ways to get somebody to like you is to ask them for a favor. The brain says that if they're doing you a favor then they obviously must like you. So if I'm not feeling the warm and fuzzies from my client I will simply stop and ask, "May I trouble you for a glass of water." I have yet to get a negative response to that. So with one quick question I go from the salesman-intruder to the guest.

I think in the end it comes down to the Golden Rule. Don't just be the salesman who's there for business only. Be the guest that you would like others to be in your home. While it is important to stick to business in the home and to remember that this is not a social call, there is no reason that your business call cannot also be social. It goes without saying that people are more likely to do business with people they like. So be that person and I guarantee you will write more business.

Best Regards,

Nova Financial Services