



Eliciting Excellence

"Bringing Out the Best in People"

Michael Beck International, Inc.
Portland, OR

Close More Sales without Selling!

4 Keys to Attracting More Prospects and Closing More Sales



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Let's face it... No one likes to be "sold" something.

Being "sold" is when somebody convinces a person to buy something – whether or not they really need or want it. Have you ever been convinced by someone to buy something and then regretted having made the purchase? I'm willing to bet we've all experienced a situation like that. Maybe we were shopping for something, maybe we were just passing the time, or maybe we weren't "doing" anything – we just happened to be waiting somewhere and somebody struck up a conversation with us. And as they talked to us they may have even started to become assertive or pushy. Or maybe they began using "closing techniques" on us – moving us (read that as *manipulating us*) ever closer to saying "Yes". They kept us on the spot until we either said "Yes" or ran in the other direction as fast as we could. Either way, whether we said "Yes" or said "No", the whole experience left a bad taste in our mouth.

No one likes to be "sold".

'Yeah, but nothing happens until someone sells something, right?'

Well, that's how the saying goes, but we know that what it really means is that nothing happens until a purchase is made.

'Blah, blah, blah... Isn't this just a matter of semantics? Aren't you just playing word games?'

No, this isn't a matter of word games. The distinction between selling and buying is important to understand. People do not want to be "sold" things. They do not want to be "maneuvered" into a sale. Instead, they want to make a choice of their own free will to either buy or not buy your products or services.



This has always been the case, but this dynamic is even more true with the rise of ecommerce. People make buying decisions every day without the influence (and/or pushiness) of a salesperson.

People want to feel that they're choosing to buy, and obviously, you want them to choose to buy from you. The key therefore, is to establish yourself as someone people choose to do business with. This concept is at the core of all business success.

How do you establish yourself as someone people want to do business with? Oddly enough, although knowledge about your products and services is important, that knowledge is rarely the reason someone will choose to do business with you.

In truth, it's **WHO YOU ARE**, rather than what you do or what you know, that persuades someone to buy from you. People will choose to do business with you because they like you, relate to you, and trust you.

Here are four keys to getting people to like, trust and relate to you.

(Although they may seem simple and simplistic, their effect is undeniable.)

1) Have Integrity to Build Trust

- Do what you say you're going to do.
- Show up on time
- Return phone calls and emails in a timely manner

2) Care About Others to Earn Respect

- Be respectful of people and their time
- Take an interest in your prospects and your clients as people, not just as business relationships
- Be relatable

3) Have a Positive Attitude

- People like to do business with people they like and like being around
- Be a positive and optimistic person
- Focus on the possibilities and not the obstacles

4) Help Instead of Sell

- Help by solving problems. Ask questions to uncover those problems and the opportunities.
- Do what's in the best interest of others, even if it doesn't result in a sale
- Add value beyond the inherent value of your products and services

Most of us could benefit from improving in one or more of the areas mentioned above, but it can be a challenge to achieve that improvement. Often it's difficult to improve in these areas simply because we're blind to where and how we could improve. We're creatures of habit and for the most part operate on "autopilot". Additionally, it's really not about how we see ourselves, but rather how others perceive us. Therefore, the most effective way to identify areas for improvement and make the changes we want is to enlist the help of people around us. (Obviously, we need to choose people who want us to succeed and who we trust.) Ask those people to point out when you fall into those old habits. In this way, your attention will be drawn to your actions so you can act with intention rather than by habit.



If a you continually improve in these areas, not only will it cause more people to choose to buy from you, but you will ATTRACT more of the kinds of prospects you want and have a higher closing ratio. Opportunities will seem to "materialize" because of who you are. Plus, you'll enjoy your business more than ever before. By getting an objective perspective and then making the changes you want, you'll be able to accelerate your success, make more money, and stop selling!



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*If you'd like our help with your success, please give us a call.
We offer leadership development and executive coaching - all designed to
help bring out the best in leaders and the people they lead.*



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