

## Baffling, rumbling rambling sales people

Sales people that ramble frequently believe that the client buys due to hearing and listening to the sales person talk. Usually this is the time the client turns off their hearing and starts to doubt that the sales person knows and understands the problem or issue that will lead to a viable vital solution. The rambling sales technician is afraid of silence or a look the client may give.

Baffling the client with information and terminology is viewed as doing some good however it creates the opposite effect. Once in awhile this type of sales person will make the sale. It is a hit or miss proposition and very rarely is it a long lasting relationship with repeat business. Frequently the client forgets the sales person and time and again forgets the company the sales person represented.

Recently I started to train a sales person that has a belief and has been taught to baffle the customer with large amounts of useless babble. Each new client we visited he would state I have been here before and sold them. He would brag how he sold the customer a bill of goods and that customer was satisfied. If the customer was satisfied why are they calling a different provider? This person is having a difficult time transitioning to a new way to sell. A new way that allows the client to remember the technician and company while he or she enjoys the ownership exchange. Each client he informs me that he sold I ask the same question and that question is why I am here and why are you and your old company not back? His response is point taken. It is now time to start allowing the client to have an enjoyable owning experience and remembering that experience as different and fun.

We start off the sales communication with greeting the client and spending a fair amount of time getting to know the client and the client getting to know us. Start talking to the client about things that are of interest to the client. It is the client that is important. The sales person is important however he or she is not the main focal point or the topic of conversation. Some sales people have a feeling that this is building or forcing the client to respect and trust the sales person. It is meant to give the client time to establish a point of reference to gain trust respect and rapport.

The rambling bumbling sales person feels he or she must seize control of the conversation however the person asking the questions is in control or direction of the conversation. The person speaking frequently thinks they are in charge and controls what is said and that is a good thing. The opposite is generally ringing true where the person asking questions is controlling where the conversation is lead. The sales person must be asking questions in order to gain information that can and will help the client get what he or she wants and needs.

Controlling the conversation is different from controlling who is speaking. When the sales person needs to know facts and if he or she is doing all the talking the client is not giving information. Not having information makes the solution a best guess and when best guesses are taken by and large the solutions are wrong. Being 100% sure that the solution is going to take care of the client is a must. Asking questions and getting to the problem then solving the problem is the expectation that client has with a sales person.

The guy I am training has had several other trainers from previous companies train him. The training system he received serves the sales person and company with little consideration to building bridges for a long term relationship. The training is to interrupt the client when the client is starting to go down the wrong road and say I do not mean to interrupt and that is exactly what the sales person meant to do with the interruption. The next thing this type of sales person will attempt is paint a picture of pain and disaster if the client chooses to go in a different direction. Often this type sale is guided by compromising price, service and warranty many times and ending with the lowest price giving the least service and value to the client. The decision to own is based on low price and completing the task quickly. Once the job is completed the office can deal with buyer's remorse and possibly compromise service and warranty after the sale.

Time and again this type sale is influenced by small white lies of what the client will get and then at the end of the sale and installation the sales person will say the customer misunderstood if the higher price was accepted all the rest of the goods would have been delivered. This sales person will say anything to get the immediate sale. There is no need to worry about tomorrow as long as he or she gets theirs right now. This sales person will not deliver on their promises and often forgets the deal when it comes time to deliver on those promises.

This type of sales person is afraid to ask for additional sales. The reason is the inability to communicate with a client and help guide and influence the client towards a successful ownership exchange. The baffling information can only carry this sales person so far and asking for additional sales is not part of their regiment plus the sales skill is severely limited. This type sales person has a difficult time transitioning to a different more serving style of sales due to poor ethics and integrity.

Selling the right way takes time and effort. Many people are not willing to pay the price to learn a different way that will insure success and success year after year with repeat business. Changing behaviors is difficult especially when a person thinks the way he or she is presently working their system is correct. It has been extremely difficult to change this person's behavior that I am training and he has

seen the difference and has acknowledged the difference. The reason he is refusing to change; immediate success with the change is eluding him, it is much easier to justify small successes than to try change that at first will bring failure. People are afraid of failure and this type person has a weak personality that cannot overcome and learn from failure. Over time experience allows the sales person to gain comfort with the new system and growth will soon follow. It takes time to change behaviors and enjoy success. It is time to stop baffling and bumbling your way through sales success and start having a purpose with clients.