

Influence and help guide a client to a fantastic decision vs scolding and talking at the client

Recently I visited a person to talk about financial stability. We belong to the same networking group and I thought why not. This would be an excellent opportunity to see how the other side operates and understand firsthand what this person is all about and how she went about business.

The first fifteen minutes I was reprimand for not believing in a scripted response that is shot straight from the 70's and forgets to mention pertinent details that are deliberately left out. The scripted response was intended to peak interest in joining this national group however holding back significant aspects of this event. The purpose of the event to invite future members to the organization and these people should consist of companies or business people we know, have met and can recommend. This is a referral based group.

The next forty-five minutes was spent on what she does and nothing about why I was there. I was not part of the conversation other than to be a set of ears to listen without having a want or desire. It did not matter what I wanted to achieve. I was going to be told what was in my best interest whether I wanted it or not. This appointment was to get to know one another, thirty minutes for her and thirty minutes for me. Once she was done talking at me the sixty minute time limit was over and we would have to meet a second time to allow me to complete my time. At no time was there any respect for my time during this meeting nor would there be for the second meeting.

A second meeting was set up. I understood that the first meeting the relationship was not built nor was there any rapport and only minimal trust. I imagined this would take place at our second meeting. We have to meet during business hours as this person refused to meet after hours. When she made the confirmation phone call it was made early evening during my dinner time. I was not asked if this was a good time to talk nor was I asked if this was interrupting dinner. My time holds no value for this person.

With my job I do not have set hours. The day is done when it is completed. When I am with a client I will not leave them until we have completed our goal for that scheduled time. I will not pull myself from the person I am focusing on for an appointment that has nothing to do with our company. I mentioned to this person I would call if something came up and I would be late. I was told in no uncertain terms that it was a total lack of respect to cancel an appointment that is preset. If I could not guarantee the appointment I had no business setting the appointment. I explained at this time how we operate and the circumstances that may arise. I mentioned how we do business and how I cannot leave a client that I

am meeting with if our scheduled time runs later. This was done prior to setting up the meeting with this lady out of respect for her time.

The next day was our weekly group meeting. At the end of the meeting I informed this person that I would not be doing business with her however we could keep our face to face meeting. Her reply was I thought we did that. She forgot that it was all about her and her company and we did not cover me or the company where I work. Later in the day came the third insult. She called and left message and informed me that she thought I was afraid of making a decision and a decision today. That was not how she operates, forcing decisions today. It is a colossal mistake to believe or assume the client's reason that has him or her not moving forward without having the right information or knowledge. Know before guessing intent and content.

I called her back to remind her it was not a fear of making a decision. I decided that we could not do business. She wanted to know why. Against my better judgment I explained my reasons. When I lose a sale I ask the client why as this increases my ability to overcome the same type situation in the future. I thought that she may take the information and build on her failures.

None of what is important to me was remembered. It was not important to her. The first thing forgotten was mutual respect for one another. It is not her place to give me the third degree and the what for concerning the out dated scripted response that is masterminded by this referral group. The second issue, we did not finish our face time and follow the perimeters of that meeting. The third item scolding me once again concerning keeping the scheduled appointment. At the time of our conversation the appointment was set to take place in two days. Scolding me on what may happen 2 days prior to the event is way out of line. The fourth was not valuing my time. The fifth point again concerns respect . The insults came fast and furious. I am the number one associate and am very successful it cannot be me it must be you. I must be doing something right. I cannot help that you cannot take criticism and if you are sensitive. She started to laugh and treat me as if I was a child. She was using this as a defensive maneuver and as if I was making up stories of our appointments and she is in total denial and disbelief that any of this happened.

The only real known to her about me is I am a plumber. I cannot possibly be as intelligent, have worth as a human being and of the same social status after all I am just a plumber. Spending time to gather information about a potential client is a must in any type business. Building rapport and trust is a must and to be successful at this the conversation is required to be about the client and not so much about the sales person. The client must feel as part of the process and the major player. I was a listener to all

of this and not perceived as a player in the game. Forgotten in the mix , I was ready to do business with this gem of a person.

If time was spent gathering information she would have discovered a whole different side of me that is extremely easy to deal with and would have informed her to the how to help guide me to a great decision. Having the ability to read people is a fantastic tool to have and in this case should have been a red flag that I was uncomfortable with our initial conversation being scolded for not following the old used up script. I tried to speak during that encounter but was quickly overridden before I could speak. What I stated was not heard by her. Listen when the client speaks and hear the real intent.

Remember all clients are important and it is critical to remember what has taken place with prior meetings. Forgetting items that may be important to the client is a sure way of losing the sale and respect that replaces confidence and trust with distrust. It is a lack of respect to forget the details that have transpired during the previous appointments. The client will feel as if they are a non participant with the process.

Never belittle a potential client. Credibility disappears swiftly and the battle and war is lost. The client cannot get away fast enough and the future holds little hope towards revitalizing a possible relationship. The client cannot be blamed for the lack of salesmanship. This is solely resting on the shoulders of the sales person. This could have been by-passed simply by asking the appropriate important questions that bestows information that will guide the sale to a predictable outcome. The right questions will allow the sales person to know and understand how the client feels, thinks and what he or she expects.

The time is now to start enticing the client with engaging conversation that provides information allowing the transaction to become final. Do this by allowing the client to feel important and part of the process empowering him or her to make a real first-rate decision that is in his or her best interest.