

More than image

Your apparel gets you into the client's door. Keep in mind the client determines within two to five minutes whether they want to make an effort with establishing a business relationship. This does not mean they decide to own from the sales technician however they bring about the decision to listen to your proposal.

Words are a tool and anyone can use them, choose your words wisely. Your words must engage the client compelling them to speak and inform the sales technician of their wants and minimal needs. The sales technician must develop great listening skills and hear the factual meaning of the client's words. Most service technicians listen few hears the true meaning.

What is heard by a sales service technician allows for an innovative discovery of additional set of needs. This leads to additional sales and often times a higher end product for the client that has more features and benefits making life easier for the client.

Often times when we listen and hear the client they will guide themselves towards the ownership exchange. They can convince themselves that they need what you have. When this does not happen we must use our words to guide and convince them to discover a want, need, can use and afford our products and services and then choose you to purchase.

It starts with how professional the sales technician appears to the client. The image gives the client a great first impression that enhances the chance of doing business. Know how to get from this start and straight into the second phase of

the sales process. The second stage is the meet and greet with the client gathering information concerning the clients motives.