

Speaking with clear intent

Clients are a funny breed. All clients want the value, features, benefits and their expectation explained and communicated in plain words. Habitually sales technicians fail miserably with this portion of the process. Countless times the sales technician includes too much technical data to the client. Trying to baffle the client with technical data that has no value to him or her is wasting your time and theirs. Keep the communication level on equal ground. Keep those terms at the forefront of your mind to discuss at the proper time and use language the client will understand without doubt.

One of the most critical and crucial point is the client does not care what you know until they know you care about them. Sales technicians forget to involve the client with the diagnosing the issue and the solution process. The client feels like a number or dollar amount instead of a person that is in need. The client does not know you understand the problem or concern as it has not been verified in their mind. There was no fact finding mission by the sales technician.

The service technician must start building the relationship. Sales technicians on numerous occasions ask me how I engage the client. A simple answer whatever interests the client. Find something the client wants and likes to talk about, choose something in their home such as the view, trinkets they have on a shelf, pictures on a wall to name a few. Make this conversation sincere. When you see golf clubs and trinkets on the shelf and you are with the male make sure you ask about the golf clubs as opposed to the trinkets. The reverse does not hold true with a female. She may be the golfer. Mrs. Client, are you the golfer? No. Do you enjoy the peace and quiet when the golfer is on the course?

The longer your client is talking the more information you gather. Start asking questions about their statements. When they mention a sporting event talk about that sporting event, family is mentioned talk about their family.

Let the client's story be bigger than you or your story. You may have a better story, keep it to yourself. The point, the client is the more important person and their story must remain the most important. I understand Mr. Client and I have a similar story that cannot compare to yours. This notifies the client you understand and have empathy for them and that you are listening.

Never make the client talk about what is interesting to you the sales technician. What good is it if you are speaking to the client about items that only interest you? Remember you are building a relationship in order to gain a friendly client and that builds value for the client.

Clients want information, inform the client do not tell the client. Frequently sales technicians speak to the client in this way, let me tell you why this works this way, let me tell you how it works. The proper way, would you like to know how this product works? Mr. Client would you like information on why this works best for your situation. A word of advice, normally it is not what you say but how you say it that affects the client's way of thinking and allows the client to change his or her opinion and mind.

When the sales technician is in the fact finding stage who, what, when, where, and how are great starts to all questions. Share with me, tell me more, describe to me are also great ways to encourage the client to talk and give you information of what they want to accomplish. This includes the client with the issue they are experiencing, the solution and they know how it will be taken care of today.

Start discovering words that enhance and paint a picture of the ownership exchange .These are a few words that help in suggesting to the client to do business with you and that you have earned the right to do business with them. Some sales professionals call these magic words I call these style words. This is another item that separates you from all other companies and competition in your trade.

Some words that are highly effective and what words they replace;

Effective	Ineffective
Own	buy
Investment	money
Ownership exchange	sell, sale
Inform	tell
Check, cash, credit card	payment
Total investment today	owe
Receive	get
Preferred	special
Paperwork	contract
Authorize	sign
Proposal	offer
Know	think

These are a few words to engage; your own list of words you would prefer to hear and use to engage a client in conversation.

One part of the process that is neglected that needs attention and persistently shows up in conversations with clients. Complete the word. To many times I hear in conversation workin, it is working start adding the ing to the words where they belong. Grammar plays a large part with the client's perception of the sales service technician. You are the expert and professional maintain that by speaking and mastering the English language properly.

A solid recommendation for every sales technician, join your local Toastmasters group and learn how to speak more persuasively with your clients. This group teaches you how to prepare your speech, conversation and in our case your sales process and presentation. They will guide you with your expressions and proper pauses to become an effective speaker. Toastmasters will give you gifts enlightening you to your body expressions and irritating habits that turn off clients from listening. A critical area that most individuals need help with breaking a dreadful habit, speaking with filler words such as errs, ahs, ands, so and in today's world the word like. When a sales technician's speaking ability becomes an asset and communication with your client is on target and expressed with articulation the ownership exchange flows fluently.

The client must picture in their mind exactly what is painted. When the sales technician is descriptive, energetic, and colorful with vivid imagery the client visualizes the ownership of that product and wants that product. Become productive with all phrases that enhance a sales process.

Be agreeable with the client. There is no need to ever confront the client when they make a falsehood. Keep in mind the client is speaking truthfully however the information may not be true. Many sales people are quick to point out to the client they are wrong on an issue. Whether it is on the product or what that product does. Instead of confronting the client congratulate the client on how much information they possess. Whenever you are quick to point out the client is wrong you may win that small battle but you will not win the ownership exchange and you must allow the client to win by having an enjoyable ownership exchange with you.

Listen to the client and let them finish their statement. Pause for a short period to make sure the client has completed their thought and verbal communication. Mr. Client I can appreciate how much you know about this product and service however if we take a look at this from this point of view we discover this happens and explain what that is. What we find is that situation or thought is erased and a new result and decision must be made by the client.

Words are a tool and anyone can use them learn to master how you speak with your clients and watch your world start revolving a lot less difficult for you. When you learn to communicate at a higher level clients relate to your descriptions of the products, features, benefits, and value with understanding. Enhance your persuasion skills guiding the client to the best possible decision.

Start to let the clients know and understand a concise message that you are conveying to them for an enjoyable ownership exchange. One that allows the client to clearly visualize the ownership and use of the product, services and value received.