



## To close a deal, focus on the customer buy, not your sell

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Let's face it. Customers don't want to be sold. No one calls a friend and says, "Hey, I just sold a car today." In today's world, people want to buy.

Facts about the "sell" mentality:

- Selling involves trying to get someone to buy what they may or may not need or want.
- People who sell products or services often make assumptions about the wants and needs of their customers.
- Selling is about you and your product. Buying is about the customer and what he or she wants.

People want to buy ... and everyone's job is to help them! Here are a few tips that will allow you to increase your closing ratio and capture more customers:

- To capture new customers, you must create a buying environment. A buying environment is a customer-focused conversation.
- A conversation between two people is one where each person does 50 percent of the talking. This means you need to be a great listener, because the more talking your customer does, the more engaged he is in the possibility of buying.
- In today's world, getting a potential customer on the telephone has its challenges, so you must give the listener a compelling reason to talk or call you back.
- Once you engage the potential customer in a conversation, you must build rapport. Initially, you are the product.
- Customers buy solutions that serve them. Find out what your customer wants and needs and then present your products or services in a way that paints a customer-focused picture.
- To increase your sales, you have to understand and live by the buying process which puts an emphasis on building strong customer relationships on your product.

Regardless of the times, customers buy from people who they like and feel connected to—great sales people have great relationships.

In a nutshell, pick up the phone and start new conversations.

This column is the first in Cavallari's "Break the Rules" series, published periodically in 2010 by Hotel & Motel Management. In the series, Cavallari encourages businesses to rethink the rules.

Contact Renie at [renie@aspiremarketing.com](mailto:renie@aspiremarketing.com) or call 602-392-0700 or visit [www.aspiremarketing.com](http://www.aspiremarketing.com)