

Selling The Arrangement - Part 1

Three powerful factors can make you successful - knowledge, skills and attitude - and the most important of these is attitude. This is the driving force that makes your knowledge and skills in designing and selling pay.

Think of the last time you performed a simple favor for someone. Maybe you gave a ride to a neighbor who was walking in the rain or made the coffee when it wasn't your turn. That's the way you should feel when you are working with a customer.

You can't hide your attitude. When you feel good and have a genuine desire to help your customers, they know it. You communicate it in a thousand subtle ways, without even trying. Your smile, expression, tone of voice, movements, eye contact and choice of words tell your customer that you really want to help.

Your customers will notice this attitude. Just watch how responsive they are to your suggestions. Even if you goof in some way, most customers will overlook an error if they know you really want to help. Customers prefer this kind of buying environment, and they will come back.

How to Develop a Customer Service Attitude Before the Sale

Mental Imaging

Before you even see the customer you can prepare yourself for a successful selling experience. Take a moment to visualize yourself with your customer. You listen and make a recommendation. Your customer admires the arrangement, smiles and says, "I'll take this one." This process is called Mental Imaging. It is the same process athletes use when they mentally see themselves winning before the event begins.

Pep Talks

Mary Kay, the founder of the company that bears her name, tells this story about opening one of her dynamic sales meetings. The featured speaker, a motivational professional, arrived late after Mary Kay had stalled for what seemed an eternity. As Mary Kay finally began introducing the speaker, she noticed out of the corner of her eye that he was off stage beating on his chest and jogging in place. She wondered what kind of person this was.

His speech was successful and later at dinner Mary Kay asked about his off-stage antics. The speaker said, "As a motivational speaker I have my attitudinal ups and downs. My delayed flight made me arrive late and put me in a bad mood. I knew that you were paying for a motivational speaker with a positive and helping attitude. I got back in control with physical exercises and a Pep Talk just before I spoke."

You can give yourself a Pep Talk before the customer arrives by reviewing some of the reasons why you will make the sale.

- You really want to help your customers.
- Your customers like you.
- You provide quality products.

Now you add three more! This puts you in control of the positive mental and emotional climate in your shop.

Set A Goal

Merlin Olson was broadcasting the opening remarks at the Superbowl game a few years ago. He said that one of the teams playing had set a goal before the season began - the goal was to play in the Superbowl. The other team had set a goal to win the Superbowl. Both teams achieved their goals.

You can set goals to develop your customer-helping attitude. Set goals that are specific and measurable. For example, you can decide to score yourself on a scale of 1 to 10 points on how well you create a warm helpful climate with each customer. Then you can set a goal of scoring 8 points or more with the next 10 customers. This permits you to measure your results.

Setting a goal will not guarantee you will achieve it. However, if you don't have a goal, you will never reach it.

Thomas Edison said, "If we achieved everything we were capable of, we would literally astonish ourselves."

You are capable of achieving a helping attitude within yourself by making these a part of your daily life:

- Mental Imaging
- Pep Talks
- Setting Goals

