



The Sales Mastery Special Report Series

7 Ways to help clients be more comfortable to buy.

by David Penglase
B.Bus(HRD), MBA, MProfEthics, MScAPP
www.davidpenglase.com

Note:

The information provided in this special report is of a general nature and is in no way a guarantee of specific results. Application of the information should be considered in alignment with your personal contexts and individual industry, client situation, marketing, and sales environment.

7 Ways To Help Clients Become Comfortable To Buy



Most people don't want to be 'sold' to.

This Sales Mastery Special Report is a reminder to you that the more comfortable you can help your customers and clients become to buy from you – the more sales you will make.

Allow me to ask you right up front, to what extent are you creating environments and experiences for your potential and existing clients to feel confident and comfortable making wise buying decisions?

Here's an example of what I mean.

I recently returned to the car dealership where I bought my car to have it serviced. As I drove up to the dealership, I was 'guided' with a welcoming smile and an arm gesture by an attendant standing out the front of the dealership building, to where the driveway entrance was.

Driving into the customer parking area, the concierge greeted me and indicated where I should park.

"Mr Penglase, it's good to see you again" he said. "Head on up the stairs and Cathy will get your paperwork for you and check your car in with Chris."

As I arrived at the top of the stairwell and started to walk into the customer service center, I remember catching myself smiling. Pleasant music was being piped through the speakers, everything looked so clean and current, and when I arrived at the reception desk, Cathy greeted me (by name), escorted me to a table and asked if I'd like a coffee, and that Chris wouldn't be long.

What made me smile to myself was the memory of my original buying experience at the dealership – every point of contact just made me so comfortable and confident that I was in the right place with the right people to buy my car.

Now this is not about buying a car, it's about the buying experience.

Every point of contact before, during and after a sale sends loud and clear messages to your prospective and existing clients about who you are and what you represent.

Every point of contact helps the client decide whether they feel confident and comfortable about their buying experience with you.

Let me ask you again, to what extent are you creating an environment and experience where your potential and existing clients feel confident and comfortable to make wise buying decisions?

Our research continually indicates and validates to us that most people don't want to feel like they're being "sold to". They don't want to feel pushed, coerced or manipulated in any way to make a buying decision.

7 Ways To Help Clients Become Comfortable To Buy

When you think about it, for most of us, even as sales professionals, anytime that we are in a buying situation, we don't want to feel 'sold to' either.

Now I know that as sales professionals, there are some of us who like experiencing a buying situation where the salesperson is selling to us the way that we like to sell - and that's good.



The Flip Side!

However, there's a flip side to that.

And the flip side can be best explained by asking you these questions:

What if you're selling the way you like to sell, because that's the way you like to buy?

And, what if when you sell the way you like to sell, it may at times not necessarily be the way a potential or existing client may like to buy?"

What I'm suggesting to you here is to constantly challenge yourself that you don't get so comfortable and confident in your sales approach that it becomes habitual where you sell the same way every time and forget that each client is different.

Having said that, if your habitual selling approach is one that is focused on creating environments and experiences for potential and existing clients where they feel comfortable and confident to make wise buying decisions, then you have a flexible sales habit, and not one that is locked into one specific sales or communication approach.

Selling is about creating environments and experiences for potential and existing clients where they feel comfortable and confident to make wise buying decisions.

So how do you ensure that your focus is on creating the right kind of environment or experience for clients to feel comfortable and confident to make wise buying decisions?

The following seven proven principles will help you achieve just that.

Principle #1: It starts with your attitude.

Principle #2: Battling the negative stereotype.

Principle #3: The power of an agenda.

Principle #4: Focus on 'how you work' not on 'who you are'.

Principle #5: Listening for the 'insignificant'.

Principle #6: Value-matching.

Principle #7: Experts advise and don't ask.

7 Ways To Help Clients Become Comfortable To Buy

In this Sales Mastery Special Report we'll discuss each of these and just how you can introduce them and/or ensure that you're implementing them with your current sales and communication process.

Principle #1: It starts with Attitude.

Do you have an attitude of genuinely wanting to help create a buying experience for each client where they will feel comfortable and confident to make a wise buying decision?

This type of attitude comes from a willingness on the sales professional's part to 'let go' of the need for a sale and to focus on the client ... before, during and after any buying experience they have with you.

I can't remember exactly when this happened for me personally, however, I do remember at one point, many years ago, while I was about to make a sales call, saying something to myself like "to heck with it, I'm going to stop trying to sell, and just have a chat to this potential client about their situation and see if I can help them in any way."

I'd never said that to myself before that point, but when I did, an amazing sense of relief and reduced feeling of stress occurred.

Here's my key point - I don't think my actual sales process changed any - I still wanted to build rapport, ask questions, show value, identify obstacles, confirm the sale and stay in touch with clients.

But the big difference was in my attitude.

And when my attitude changed, each of the steps in my sales process became more client focused, more value focused, more enjoyable to implement and actually resulted in a better buying experience for my clients.

So, what about you?



Do you have an attitude of genuinely wanting to help create a buying experience for each client where they feel comfortable and confident to make a wise buying decision?

Principle #2: Battling the negative stereotype.

Some potential buyers have a fear or apprehension about important purchases they need to make. To put them more at ease, demonstrate and validate how your existing clients have received value to help reduce any potential buyer apprehension.

This may be using documented feedback (testimonials) from existing clients that you've included in your pre-meeting letter, brochures, or marketing material.

7 Ways To Help Clients Become Comfortable To Buy

It could be displayed as framed quotes on your office walls or at the reception area.

It could be in the way you introduce yourself – you could say something like “We pride ourselves on the fact that much of our business is through warm referrals from our existing clients. Our aim is to ensure that you feel confident and comfortable to make a wise buying decision.”

Now, I'm not recommending this as a script – look for the principle here of reducing any apprehension in the client's mind about a ‘negatively stereotypical selling approach’.

You might like to use the principle of ‘unplugging’.

This is a process of unplugging potential fear or apprehension that a client might have in the initial meeting.

For example, you might say, “We know that some clients are concerned that they're going to be pushed or pressured into a buying decision, I want to ensure you that you won't experience that from us.”

And you could think of other fears or concerns that a client might have and ‘unplug’ them.

The key here is not to go overboard and start to put fear in the client's mind that wasn't ever there ... it's a fine line ... but a very positive approach to help the client to become comfortable and confident in the way that you sell.



How well are you battling the negative salesperson stereotype?

Principle #3: The Power of an Agenda

Depending on your business, providing a written or verbal agenda to outline to the client what they can expect as they meet with you helps answer the question of ‘what's this experience going to be like?’

This can be a very quick and powerful approach to help get clients comfortable and confident with you.

It could simply be something that you say like “Typically how we help our clients in their buying decision is to ...” and then you outline the steps you would typically take.

In certain situations, depending on what you're selling, a more formal written ‘flexible agenda’ can be handed to the client early in the meeting, stepping through the typical process that a client might experience.

7 Ways To Help Clients Become Comfortable To Buy

This is a very valuable approach in that it helps keep both you and the client on track from a time management point of view, and if you're not a 'natural small talker' then you can use the agenda to actually start the meeting without the necessity of having to fluff around with small talk.



How well do you set out a 'buying agenda' for your clients to get them comfortable and confident about the process?

Principle #4: Focus on how you work, not on who you are.

Let clients know early about your philosophy and processes that will create value.

Who you are is often outweighed in a client's mind by how you will help them achieve value.

Many salespeople get too focused on who they are and selling their 'brand' and 'history', and although this may be an important piece of validation for some clients, most clients will be more concerned and interested in how you work - not who you are.

This is an extension of Principle #3 – The power of an agenda.

One of the agenda items would be 'How we typically work with our clients'.

This again helps to break down any potential fear or apprehension that a client might have with the Initial Contact Fear, which is a fear in the client's mind that goes something like "What's this experience going to be like ... what's this salesperson going to do to me?"

Full disclosure of your sales process – before, during and after a sale, can really help to get the client comfortable and confident to make a wise buying decision.



How well do you help clients understand how you work?

Principle #5: Listening for the 'insignificant'.

This is like 'reading between the lines' for things that may not be obviously important or related to the sale, but that may be important to the client.

It's so easy to listen for buying signals, hot buttons, and what's important to the client .. and of course, these are important.

7 Ways To Help Clients Become Comfortable To Buy

However, what is of equal importance, and yet often missed by many salespeople, are the often seemingly insignificant things that clients just might briefly mention, that if you pick up on them, could mean the difference between just making a sale or making a sale and creating an advocate business relationship.

As an example, if the client mentions that one of their children is about to go on a holiday, or complete their university studies or something like that, make a physical or mental note of it, it may have nothing to do with the sale, but it is something that you might be able to refer to 'post sale' as part of your 'stay in touch' strategy to thank clients and let them know that you value their business.

Again, this is only one example, and I encourage you to think about the principle here, and not just the example.

The principle is to listen to the insignificant things that may help you better validate, personalize, and recommend your product or service to the client.

Or it may be that you'll learn something about the client that you will be able to use post sale to help you stay in touch, to let them know that you value their business.



How well are you listening for the insignificant to help your clients get more comfortable and confident in making wise buying decisions?

Principle #6: Value Matching.

Tailoring products and services to individuals is far more than just picking out the features and benefits that clients seek. It's about relating the features and benefits to every client's specific situation.

This proven principle that helps clients get more comfortable and confident in making wise buying decisions is what truly separates average sales results from outstanding sales results.

The more you can relate the features and benefits of your products and services to the specific situation of each client, the more comfortable they will be that you've understood the real value they are seeking.

For example, let's say you're selling a home theatre and entertainment system. Through asking questions of the customer, you've gained a good understanding of the customer's home, furniture placement, and floor covering.

As an expert, you've thought about the range of home theatre and entertainment systems you have, and now, with that information about the customer's home set up, you're able to not just talk about features and benefits and price.

Now you're able to value-match, by explaining how your recommended solution will work in the customer's own home.

7 Ways To Help Clients Become Comfortable To Buy



How well are you value-matching to help clients be more comfortable and confident to make wise buying decisions?

Principle #7: Experts advise and don't ask.

The questions you ask as an expert on your product or service demonstrates value to clients and are at the heart of a value-focus in sales.

However, at the point where you believe a client is ready to buy, make an expert recommendation of what they need to do to receive the value they seek.

You're the expert, they've come to you for advice, not for you to ask them whether they'd like to buy.

One strategy is to use the Checkpoint Question which is this: "Other than what we've covered so far, is there anything else we need to go over before we proceed?"

Simply replace the word 'proceed' with whatever the next appropriate steps are for the customer to buy and receive the value their after from their purchase.

Summary



The degree to which you can create environments where your potential and existing clients feel comfortable and confident to make and continue to make wise buying decisions, will reflect on your sales results - and not just on our new sales, but also on your repeat and referral sales outcomes as well.

I welcome any comments or feedback that you might have on this or any Sales Mastery Special Reports you might access.

Drop me an email – david@davidpenglase.com

If you've got a Conference, Professional Learning & Development day scheduled, give me a call on +61 0418 400 369 to explore topics I could present to help you achieve your goals.

Until next time.....my very best to you.

A handwritten signature in black ink that reads "David." with a stylized underline.

David Penglase
B.Bus(HRD), MBA, MProfEthics, MScApp.