



Instead of Selling ... Why Not Help People Buy

When there's a problem in life, we generally try to fix it. And if what we do doesn't work, instead of saying to ourselves, "*That didn't work — time to do something different,*" we usually think, "*That didn't work; guess I didn't do it with enough determination or insist on it loudly enough. I'll need to try again*". And guess what happens when you do more of what hasn't been working? If you're thinking, *Well, things stay the same*, you're wrong. Things do not stay the same; they get worse. So you try harder and push more and begin the vicious cycle to frustration.

In a sales environment, we frequently have a product that isn't the lowest priced, or doesn't have the latest features, or perhaps lacks the right "stuff" – color, size, configuration, even location – which our prospect is seeking. In this context, trying harder usually means *closing* harder and that almost never works.

Well, what if we were to do something differently? What if, instead of using the same approach, presentation and close we have always used, we did it differently? Would you be willing to accept the possibility that a different way could be a more effective way?

If you will, open your mind to another approach to sales that says that the prospect will tell us exactly what he wants to buy if we will but listen and be patient. Then all we need do is help him get it by sorting through the solutions we have and find the best fit. The prospect will frequently close himself, or at most require just a little nudge to action. This is different enough that it requires new skills and habits which must be practiced until they are subconscious. If you can and will expend the effort, I promise better outcomes.