



Instant Connections

By Carrie Blount

Selling, no matter what your product or service, is about connections: connecting a buyer to a seller, a problem to a solution, and most importantly, the relationship connection between two people who want to do business together. Strong relationships are not forged over night. They take time to establish. However, the challenge we face when we meet a potential customer or client for the first time, is the very small window we have to establish a connection that will result in gaining enough credibility to move forward towards a trusting relationship.

As a relationship coach my business succeeds only if I succeed in creating a positive emotional experience for my clients at our first meeting. So, although, it is a chance for me to evaluate the client's situation/problem/ need, it is most importantly the client's chance to determine if I am someone they like and feel safe enough with, to share their most intimate secrets. In other words, they are going to decide if they want to buy me. I am selling myself every time a client walks through the door. If I fail to gain their trust during that short window of opportunity, they will not return.

In sales and business you are faced with making instant connections every day. Keep in mind, when potential customers meet you they are naturally looking for reasons not to trust you. However, if your potential client feels that you are likeable, genuinely concerned with their needs, and you are truly listening, a good relationship is forged and the odds that they will buy you and from you is greatly increased.

Three PowerPrinciples for Making Instant Connections

1) Be Likable: Smile. Be polite. Be respectful. When you first meet your client or prospect make it a point to notice their eye color. This will force you to make appropriate eye contact right off the bat. Your customer, client or prospect will feel at ease and will respond in kind.

2) Listen Deeply: Focus all of your attention on the person in front of you. Listen to their tone of voice, their body language, and their words. When you listen deeply you will observe the areas that are emotional or important to them. Focus on these issues and you make a connection. Everyone wants to be heard and to feel that others understand what they are trying to communicate.

3) Show Confidence: Potential customers want to know that you can solve their problems. Be aware of your body language. Use a relaxed tone of voice. Speak with conviction to demonstrate your passion for your profession, service, or products. However, keep in mind that at your first meeting "less is more."

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