

Would You Just Listen to Yourself!

Presented by J.W. Owens



A Perspective 101 Series



Would You Just Listen to Yourself!

As professional salespeople, our most important tools are our words.

Words are what we use to persuade our customers to advertise in our products.

Just as a master carpenter must be careful how he uses his saws and chisels, we must use our tools with the greatest care.

Would You Just Listen to Yourself!

The attached tips are adapted from Art Sobczak, a leading sales trainer.

Use the words “you” and “yours” to help prospects visualize the benefits they will receive from your paper and/or its products.

“Your ad” gives the prospect a sense of ownership,
“the ad” doesn’t.

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Saying

“Do you understand?” or

“Do you follow me?”

can be seen as insulting.

Instead, put the burden of communicating the information back on yourself –

“Did I explain that clearly enough?”

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Use self-disclosure to build rapport.

Share a little of yourself as well as ask questions.

Examples:

“I know what you mean, I do the same thing.”

Or

“I’ve been in that situation, too.”

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End calls with a positive, instead of the self-demeaning

“I’ve taken up enough of your time.”

Use something like

“Thank you, I look forward to our next meeting.”

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When dealing with an irate customer,
don't refer to **“the complaint”** or **“the problem.”**

Use terms like

**“situation,” “concern” or
“misunderstanding.”**

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Avoid using the word “just” to belittle yourself and your paper and/or its products.

“I was just in the area and thought I would stop by.”

is weak.

“I am calling on all the businesses in the area to discuss their needs and how the (your paper name) can help them achieve their goals.”

is strong.

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- Don't ask "What don't you like about the Tribune Review (or any other competitor)?"
- This may be seen as an attack on the prospect's decision making ability,
instead use
"What would you like your advertising to accomplish that you're not getting now?"

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- To direct them back to business after going off on a small-talk tangent,

use

“Getting back to what we had discussed earlier...”

then ask a question.

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- **People love to be right.**

When you hear something you agree with, respond with

“I agree,”

“That’s right,”

“Great point” or

“That’s very perceptive.”

By agreeing with your prospects you make them more inclined to agree with you.

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- Avoid saying “I’ll be honest with you,”

it is a waste of words and it might make the customer wonder about your veracity the rest of the time.

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- **Avoid using jargon.**

Customers don't know a D-Card or a P & M from a hole in the ground.

Describe each product and feature, **using language that anyone can understand.**

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- Avoid disclaimers like *“I may be wrong, but...”* or *“I could be mistaken, but...”*

Customers want definite answers, **not “wishy-washiness.”**

Strong direct statements communicate self-confidence and confidence in your products.

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- Use “when” instead of “if”

to help your customers visualize the rewards they will gain from our products.

“When you advertise in the (your paper name), every home in your area will receive your coupons.”

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- When you are in your car, practice your presentation skills by picking out an object along the road and describing it to yourself.
- **Describe** the product in colorful, emotional, desirable terms.
- Do this out loud, using plenty of inflection and **avoiding weak** words like “**thing**” and “**stuff.**”
- This drill will help you learn to use “**power**” language.

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This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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