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What not to say when selling - 3 weak word choices

By Barb Girson

We are all in sales, just embrace it. Selling is providing a service, sharing information and issuing an invitation. Even successful entrepreneurs get hung up when 'selling'. No one likes to be too sales-y or to sell out for success.

In our effort to disguise our sales discomfort, we create more of it. Recently instead of hearing the seller's inspiration or excitement, I noticed several weak word choices.

Here are 3 examples:

1. "We are not a hard sell."

When I hear this, what sticks is "hard sell", "hard sell", "hard sell"—my guard goes up. We accidentally create the response we want to avoid. Selling is not about convincing. With the right tone and spirit, the 'no hard sell' message is conveyed. Treat prospects respectfully. Present information with an invitation, and the option to accept or deny is implicit.

2. "You can [buy, join, sign up] or not...or you don't have too."

Of course they don't have to. People respond best to clear, honest communication. When extending the offer do not diminish it with hedges like...or not' or 'you don't have to'. Hesitation from the asker kills conviction and repels confidence. The ask' follows a conversation when there is a positive connection between the offer and the prospects' wants or needs. Do not weaken your offer with a hedge or hesitation.

3. "We don't want to be P-U-S-H-Y and make anyone uncomfortable."

When we are uncomfortable with our process, we make others uncomfortable. Offering and closing are logical conclusions. Let go of the outcome, communicate without pushing an agenda. Focus on needs and wants, instead of focusing on other's perception. In this climate, genuine dialog follows and recipients accept or deny accordingly.

Step into your selling process with confidence. Engage in sincere conversation, be relaxed and your prospect will feel comfortable to respond honestly. Eliminate weak word choices. Embrace that we are all in sales to some degree.

Get comfortable in your [selling] skin. Put others at ease.

Permission to reprint is granted with this statement and web link. Barb Girson is a direct-selling expert, sales coach and speaker/trainer that helps companies, teams & entrepreneurs gain confidence, get into action & grow sales. Reach Barb at <http://www.MySalesTactics.com>, barb@mysalestactics.com or 614-855-0446.