

The 4-Step Innovative Sales Program

Stop Selling! Learn How to Help Your Customers Buy

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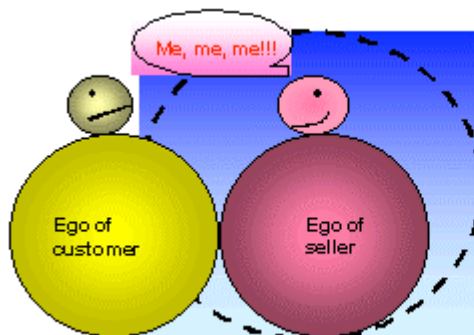
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Step I: Trust = Competence + Rapport

As a rule, the customer today can choose from several companies. Who will he choose? The answer is simple: The one who is likable and competent will receive the customer's trust. This trend can be illustrated as:

Competence + Rapport = Trust

The person you are in contact with appreciates your competence. But what if the competition is competent as well? Then your personality, charisma and pleasantness are crucial for your success. The best sellers put the customer - not themselves - at the center of attention. They avoid "antis" because antis do not make the customer feel important enough.



It is scientifically proven that minimizing antis increase the rapport between the communication partners.

Example:

"I recommend that you buy this model from our company." --> This contains two antis.

This is a better statement:

"Considering your requirements, this model would be most suitable for you."

Aside from avoiding antis, it is also important to use adequate body language:

- Open arms, palms and posture
- Friendly eye contact, smiling

- Positive gestures
- Respectful distance, sitting arrangement that conveys that the customer is treated as an equal partner

Another way of creating rapport is by using positive language such as:

- Yes, with pleasure!
- A very good question!
- You are getting to the bottom of this topic!
- Thank you for drawing the attention to this point!
- You know a lot about this!
- Thank you for this important piece of information!
- Terrific, you are familiar with the subject!
- That's what it is all about!
- Thank you for this opportunity!
- Thank you again for your patience!

There is a thin line between sounding overenthusiastic or flattering and complimenting. It is important to consider the style of the people you are talking to and to mold your style accordingly. Otherwise, you may achieve just the opposite of what you wanted.

Most importantly, don't use the phrases above mindlessly. Adjust them to your own style to remain authentic in your communication.

Conclusion I: Winning the trust of your customer/client through a combination of competence and rapport may not lead you directly to a sale, but it is certainly a great way to work towards a long-term relationship with him.