



Target Selling Insights Extending Warmth and Friendliness

Extending Warmth and Friendliness

Your ability to be perceived as being sensitive to the buyer's needs.

Why is this skill important?

The friendly and warm scale refers to a person's ability to be perceived as sensitive to the needs of prospective customers. There are really only four areas on which a salesperson can place his or her focus:

1. On yourself—That means that you are going to tell your prospect all you know about YOU, all you think that person should know, or in the farthest extreme, you will focus on your own problems. This is bad.
2. On your company—If you are proud of your company, you will probably talk a lot about the company, and not very much about the prospect. This is bad.
3. On your product—Unfortunately, too many salespeople place all their focus on the product they sell. What they do is approach the prospect and do what we call a data dump—they push the features and characteristics of their products right down the prospect's throat. This, too, is bad.
4. On the prospect—This is what warm and friendly really means. This shows that you have a genuine concern about your prospect as a human being and that you believe that your product or service will be of considerable value and benefit to that individual. And THIS is good.

Quite often, people who have been selling to the same clients on a long-term basis, or people who have moved into management, have a hard time retaining their abilities in Extending Warmth and Friendliness. Now, why would that be so? Managers are used to being placed in the position of being problem solvers or called in for extremely difficult situations. If people are calling on the same customers over and over, they begin to feel and act like an order taker. In both situations, being warm and friendly isn't easy.

The bottom 20% of salespeople are so focused on their own survival, meeting quotas, and making notches on their sales call report belt. They forget to pay attention to their prospect, their product, and their reason for selling.

The middle 60% of salespeople are focused on product, income, or their own egos. Those who focus on product tend to be data dumpers. Those who focus on income push whatever they are going to make the most money from. And those who are focused on ego are most concerned about themselves and how successful they will be in winning sales contests, etc.

But what about the TOP20%? They project a warm and friendly attitude because they understand something that the other 80% of salespeople don't. And you can break the top 20% down even further: the top 15% focus on what the customer or prospect expects; the next highest 3% focus on what the customer or prospect needs; and the very top 2% of salespeople focus on what the customer or prospect values.

And values is all about how customers or prospects prioritize their needs. If you are able to be warm, friendly, approachable, trustworthy, and knowledgeable, you have the right tools to determine effectively what your prospects value. But leave one of those elements out, and you are left outside of the top 20% of salespeople.

What are skills associated with Extending Warmth and Friendliness?

Someone who has mastered skills associated with Extending Warmth and Friendliness:

- Is not overly concerned about ego, sales quotas, or other external factors when interacting with potential customers.
- Is knowledgeable about products or services he or she sells, but doesn't recommend solutions before truly understanding what the prospect wants, needs, and values.
- Keeps common courtesies at the forefront—asking permission to make recommendations, being polite and generous, and keeping track of what the prospect says.
- Recognizes that extending genuine warmth and friendliness—if supported by good listening skills and product expertise—is the best way to generate sales.

How do you develop your own skills in Extending Warmth and Friendliness?

- Think that each meeting you have with a prospect is a once-in-a-lifetime opportunity.
- Remember that selling is an emotional thing—it is a human interplay that requires excellent interpersonal skills.
- From the moment you get out of your car, leave a cab, or walk onto the premises of a prospect's office, you have to understand that you have a lot of attention on you— and that attention can come from anyone, from the company CEO to a maintenance person.
- When you are waiting in a reception area, knowing you may be waiting a while, don't think of it as dead time. Instead, use the time to increase your awareness of what is going on.
- As you are waiting, if the receptionist or secretary is doing something, DO NOT interrupt that person by trying to be cute or funny, making light conversation.

- Treat all gatekeepers politely and respectfully. It is critical that you allow gatekeepers to be the leaders in the initial sales situation.
- Work to be truly interested in people—not just pretending to be interested. People can tell when you are faking!
- When you enter your prospect's office, do your best to forget about sales quotas, your favorite products, or what you THINK the prospect needs. Enter their office with open ears and an open mind.
- Bear in mind that when you make the first contact with a prospect, the first 60 seconds are probably the most important of all. It is during these 60 seconds that your prospect's eyes will see you and determine what kind of person you are, whether you like it or not.
- Make sure your face is relaxed, projecting an impression of confidence and pleasure.
- Go into an initial meeting believing that you are legitimately pleased to meet the prospect, that you believe you will get along well with one another, that you have something valuable to speak to him or her about, and that you are interested in him or her as a person.
- If the prospect's assistant has not given you a place to hang your coat, and you still have it on when you enter the prospect's office, look around for a likely place to put it and ASK PERMISSION to lay it down.
- Don't stand around with your coat on your arm, briefcase in front of you, looking confused—it sends a bad impression!
- Set your briefcase or bag down, preferably on the floor. Retrieve required paperwork from the bag, but don't lay the bag out on the table in front of you.
- If there are two chairs opposite the prospect's desk, choose the one nearest the prospect in a place that affords you a surface of the desk to place your folder or work material on.
- If you are meeting in a conference room or other situation, see if you can determine quickly if your prospect is right-handed or left-handed. If they are left-handed, sit to their RIGHT. If they are right-handed, sit to their LEFT. This way, you won't cramp them or force them to turn their shoulder to you as they write.
- Don't forget to ask questions, listen carefully to answers, and ask feedback questions to make sure you understood what you were told. This is probably the best way to become a trusted advisor to your prospect—if you try to meet his or her wants, needs, and most important, VALUES, you will have the best chance at success!

Extending Warmth and Friendliness

Activities

Activity 1: Learning from Others

Think about people that you know—it might be people you work with, live with, or interact with at church or in social groups. Are there individuals who stand out to you as particularly warm and friendly? If so, list their names below:

1. _____
2. _____
3. _____
4. _____

Now, think carefully about your interactions with these people. What do they do that makes you feel good? How are they "extending warmth and friendliness"?

Are you comfortable trying to adapt some of their behaviors to your life? Why or why not? What can you do to try to get more comfortable extending warmth and friendliness?

Activity 2: Learning from Your Experiences

Think about a place that you really like to do business—a car dealer from whom you always purchase cars, a hardware store that always seems to have what you want, a grocery store where you never have to wait in line.

- What do they do that makes you feel comfortable purchasing from them?
- Do they extend warmth and friendliness? How?
- How do you most like to be treated by a salesperson?
- What can you do to treat your clients like you would like to be treated as a customer?

Activity 3: Lessons Learned

What do you think the three most important things you learned in this lesson are?

1. _____
2. _____
3. _____

Why is each of these so important?

1. _____
2. _____
3. _____

Priceless Professional Development LLC

www.motivatorsppd.com