

Productive Selling News

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Sales Tip of the Quarter: "Secrets of Building Rapport"

by: John Boyens

No one is born with powerful rapport building skills. These are learned skills and the good news is that salespeople can master them leading to extraordinary results both personally and professionally!

Creating rapport has many benefits. The biggest benefit is getting a prospect to "trust" you and your company enough to do business with you in the first place and even more importantly continuing to buy from you in the future!

What gets in the way of building rapport? One way salespeople fail to build rapport is by not focusing on or addressing the needs of the prospect. Let me give you some examples of how businesses fail to establish rapport.

Have you...

- ever walked into a business where no one greeted you and worse yet the employees just continued to talk amongst themselves as you waited to be served?
- felt like you're "bothering someone" or "interrupting someone" just by asking an employee a question?
- ever had to interact with salespeople that have a condescending or know-it-all attitude?
- ever encountered salespeople who have little or no social skills. For instance poor communication skills, poor eye contact, poor personal hygiene, etc.
- ever waited your turn in line only to have the salesperson wait on someone who came in after you first?

So how does one actually build rapport? Here are some suggestions to help you do a better job of building rapport when face-to-face with potential buyers:

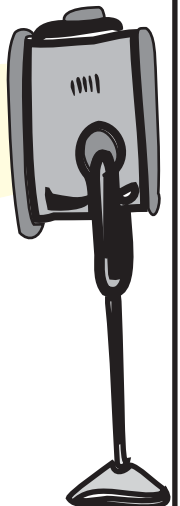
- It's important to take a genuine interest in getting to know what's important to your prospect. You can only do so by asking "open-ended" questions that stay in alignment with the buyer's responses.
- Also, salespeople should notice how their prospect likes to handle information. Do they like lots of details or just the big picture? This awareness will enable the salesperson to give the prospect just the right amount of information they will need to make the decision to buy from them.
- Look for things that you have in common with the prospect to get them comfortable enough to "trust" you and your recommendations.
 - Professional organizations
 - Community involvement
 - Hobbies
- Lastly, you should attempt to mirror your prospects speaking style from a volume, inflection or tone standpoint to make your prospect feel at ease.

Spotlighting a Top Performer

In mid-April I received a wonderful letter from Andy James, Managing Director of SBR; Europe. Andy and his team attended a workshop that I facilitated in Nashville entitled "Selling from Silver to Gold." While Andy was quite complimentary in his letter ("My group felt that it was the most effective session they've had in nine years traveling to America for training.") he talked about some of the "tools" his team was able to take away and use almost immediately.

Specifically he mentioned BIO[©] and Credibility WINdow[©]. BIO[©] enabled his team to quickly assess and prioritize "need" while Credibility WINdow[©] allowed his team to "win" new business based upon previous successes! He went on to say that his team even built a library of Credibility WINdows[©] to use as part of their daily sales process.

Thank you for sharing your successes with me Andy. We wish you and the entire SBR; Europe team continued success!



Sales Management Tip of the Quarter: "Focusing on One of the 5 Fatal Flaws of Management"

by: John Boyens

Most "first time" sales managers were promoted not because they demonstrated specific skills or because they expressed an interest. They were promoted, quite simply, because they were good at sales! They were top performing, individual contributors.

The fact remains that the skills and behaviors that make one successful in sales do not necessarily transfer well into management. As matter of fact, many of these new sales managers unconsciously fall into one or more of the "Five Fatal Flaws of Management." For the record, the Five Fatal Flaws include:

- # 1 Unclear and Inconsistent Communication
- # 2 Failure to Acknowledge/Manage Change
- # 3 Managing all Salespeople Alike
- # 4 Failure to Establish Clear Expectations
- # 5 Poor Time Management

The purpose of the balance of this article is focus on Fatal Flaw # 3 and to introduce you to a tool that you can implement right away as it relates to getting the most out of your individual team members. Salespeople require a different level of care and attention so it's imperative that you adjust your management, coaching and mentoring skills to each individual person on your sales team. One way to do just that is through developmental coaching. Development coaching is a personal approach to growing, developing and motivating individual team members. It's important never to assume that

what is important to one team member will be meaningful to the next. For instance, some people are motivated by money, some by recognition yet others by challenges. We created a tool called SNAP Shot that allows you to engage your salespeople to focus on what's important to them. There are six key questions to ask your salesperson in SNAP Shot and they are:

1. What do you do well?
2. What do you most enjoy doing?
3. What would you like to do better?
4. How can I help you get there?
5. What do you want to accomplish this year?
6. What are the best ways for you to learn?

The answers you receive will allow you to alter your management and coaching style with each team member so they can reach their full potential!

To read additional articles about the "Five Fatal Flaws of Management," please visit the newsletter archive section on our web site (www.boyens.com). Previously published sales management articles include improving communication skills (i.e., how to deliver a better message, five keys to becoming a better listener, etc.), managing change (the four reasons why most managers ignore change), how to help your salesperson reach their full potential (identifying "mission critical" tasks and determining readiness) as well as how to manage your time more effectively (setting SMART goals).

Sales Productivity Workshop in Nashville

John Boyens will be facilitating another two-day, Sales Productivity workshop at the exclusive Richland Country Club in Nashville, Tennessee on July 18/19, 2007. This highly interactive workshop (sponsored by Summit Learning Systems) will include sales and sales management "best practices" from over 15,000 salespeople from a variety of industries across the globe, over 12 years of buyer-based research data as well as small group breakout sessions and role plays to ensure that each attendee will walk away with tips/techniques that will positively impact their business the very next day. Key topics will include:

- The four reasons why people don't buy
- Selling value versus price
- Differentiating your company from your competition
- Engaging decision makers earlier in the sales process
- Selling solutions versus selling products



Seating will be limited to 25 workshop attendees to ensure an optimal learning ratio. The investment is \$750/person which includes registration for the two-day workshop, all workshop materials, continental breakfast and a catered lunch both days. As usual, we will offer quantity discounts if four or more people attend from the same company. Don't miss this opportunity to invest in your professional development make 2007 your best selling year ever!

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