

Everyone's a sales person

By Nathan Chanesman



"With consumers having so much choice and everyone offering similar services and outcomes, why should a customer become a life long patient, why should a dental practice become a valued customer of a supply company?"

Everyday almost everyone of us is involved in the sales process. We may not be carrying out the transaction but through our contact with work mates, patients and suppliers we communicate something about who we are and why they should be doing or continue to do business with us.

The dental surgery is no exception and whilst many people don't like selling, selling is and continues to be the only process that brings in new and retains old customers. To soften the emphasis on selling, we have invented replacement terms such as sharing, but the fact is we need to sell our products, we need to sell our services, we need to sell patients treatment plans and the benefits they'll get from the treatment, we need to sell ourselves AND we do all this to distinguish ourselves from the competition.

With consumers having so much choice and everyone offering similar services and outcomes, why should a customer become a life long patient, why should a dental practice become a valued customer of a supply company?

The answer is relationships: We want to do business with people we like and who like us, people who respect our values, people we trust and can rely on to deliver what they promise. Every sales process where there is a long-term association and repeated connections involves the formation of a relationship. When we purchase day-to-day commodities such as milk, petrol or the newspaper, relationships have very little importance. We're not there to connect or expect our needs to be understood.

The number one factor that determines if a relationship is going to develop is not whether you are a nice or good person, it's how you relate to the patient, client or customer. The quote most frequently used is "no one cares how much you know until they know how much you care".

If you don't understand how your behavioural style can impact your sales success, you will not be able to develop good relationship skills and you won't maximize your sales potential and resources.

Myprofile - www.myprofile.com.au - has just launched an exceptional product aimed at everyone that wants to improve their sales relationship skills. MySalesSuccess quickly identifies your sales behavioural traits and tells you how you can improve your sales results by understanding the different ways patients and customers like to buy. This knowledge will put you in sync with them and you will learn how to deliver exactly what they want.

Contrary to what passes for age-old wisdom, customers don't buy because they are made to understand the product or service. They buy when they feel understood. They buy when they get what they expect and more.

But more what? That's where the salesperson's knowledge of their personality, or behavioural styles comes in. The savvy salesperson knows the *Driver* customer, for example, wants more control. But the *Promoter* cries out for more recognition and excitement. The *Supporter* wants trust and confidence, and the *Analyser* more logic. The most successful salespeople customize their approach and follow-through for each type.

Match-make your way to sales success

The best salespeople reject the traditional concept of a sale. Yesterday's selling systems won't work today because they were designed for an adversarial environment. When your customers are your partners, and you want them as lifetime partners, you can't sell using commando tactics.

Today's customers are looking for just such long-term relationships, and your ability to collaborate with your customers will make or break your business and career. So the question becomes: How can you best cement that relationship, regardless of the customer's style?

Sales is a matching process. You match the right product or service to your customer's needs... and your selling style with the customer's buying style. To do so, you must learn to adapt your style to that of

your customer. MySalesSuccess delivers this information.

Treating your customers or clients the way they want to be treated and selling to them in the way they want to buy is a strategy that can change your life. Thousands of salespeople have successfully applied these techniques. They've experienced dramatic increases in sales as well as greater awareness of their own personal strengths and weaknesses.

What I've described may be a fundamental change in the way you've been selling. If you start paying attention to your customers' personality styles and you begin viewing sales as a collaboration, not a conquest, you may, in effect, be changing jobs. You may be changing from a person who "sells" things, who sees a sale as a one-shot event, who sees your customers merely as people who can help your career, to a person who "consults" and "solves problems" based on your knowledge of your customer's personal needs and desires.

The right attitude

The best sales people all share a common characteristic of positive attitude. Researchers at Harvard University measured the careers of over 4,300 people who had lost their jobs because they had failed to perform their duties to their employers' satisfaction. The study concluded that only one third failed because of a lack of knowledge or skills, whilst two-thirds failed because of attitude problems alone.

Attitude influences both job turnover and sales commissions. Individuals with a vulnerable explanatory style (i.e. the way a person explains an event by the slant they give to the facts) will tend to explain the cause of their failure as more internal - "I'm a loser", "I never do anything right", "I will never succeed". They blame themselves and expect failure to re-occur over a long period of time. Consequently they suffer from poor self-esteem. Those with a more optimistic and positive attitude sell more. The fact is, the more you like yourself, the better you'll sell. A high self-worth delivers more results. Earl Nightingale wrote: "You become what you think about".

"Business" reveals its secret success formula

The key to sales success is found in the word B-U-S-I-N-E-S-S. There are four major sales secrets in the word:

1. U and I are in it. Without U and I there would be no business.
2. The U comes before I which means that U have priority. It's simply good business to put the customer first.
3. The I is silent. This reminds us not to talk ourselves out of a sale. We need to learn to shut up and listen.
4. The U is pronounced like an I. This is the biggest secret of good business and good selling. We should always strive to see the U from the I perspective.

Everyone can sell, it just depends on your personality style

Everyone can sell, it just depends on what you're selling and what the sales lead cycle is. It also depends on what the job requires. There's a big difference between opening new accounts in a business development role and maintaining and growing customer accounts.

MySalesSuccess identifies people as blends of four styles: Drivers, Promoters, Supporters and Analysers.

Drivers and Promoters are more aggressive, are confident and less patient which makes them ideal for selling products where the customer is not required to make a substantial investment.

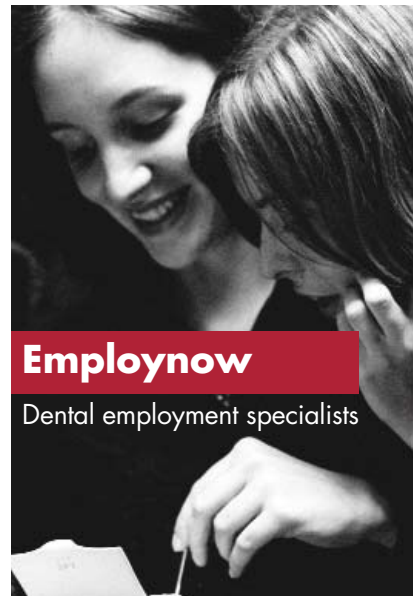
Supporters and Analysers on the other hand are usually representatives that maintain customer relationships and increase the sales volume of each customer rather than opening new doors. They will be less aggressive but will score higher in empathy and have a greater desire to please as well as a strong service motivation.

More information

To discover your selling style visit www.myprofile.com.au/mysalesuccess or call Nathan Chanesman on 0418-100-012.

About the author

Nathan Chanesman conducts workshops on "reading people styles" and "relationship selling". He is a published author on relationship marketing and teaches sales people how to improve their effectiveness by improving their people skills. Nathan is co-founder and CEO of Myprofile, an online personality assessment service. His company Employnow is a specialist recruiter assisting dental supply companies find the right people. He can be contacted on 0418-100-012 or nathan@employnow.com.au



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"I am very comfortable in recommending Employnow and Nathan Chanesman to you for staff selection, training and business development"
Pam Clark, ADIA Federal President

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