

Why Should I buy from YOU?

- The Importance of Bonding and Building Rapport -

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Several years ago, Gallup conducted a poll which examined the sales transaction. Ten's of thousand's of data points later they summarized successful transactions from the buyer's viewpoint. Of the top responses, not one of them stated that naughty little "P" word... PRICE. The overwhelming responses provided by buyers were; "Nobody understands my Business Better," "I see her as an extension of my company," "She clearly puts my needs first," "He makes me feel like I am his only customer." It has been proven that customers buy (in priority order) for the following reasons:

1- The Sales Person

2- The Product or Service

3- The Company

Many sales people hide behind product knowledge, industry expertise or a million dollar proposal to close their business when in fact salespeople are the ones who sell! So the real question is how do we differentiate ourselves from the pack? The foundation of any business transaction, or in fact any human relationship is trust. The first step in any modern sales system is to establish a bond and build rapport, which precedes trust. (*that is why referrals are our best lead source*)

Have you ever found yourself struggling to establish common ground with a prospect? When you find yourself in this position, one of two things will happen... you end up gaining that necessary rapport or you end up losing the sale. When you are trying to bond and build rapport with a prospect, your communication can create either roadblocks or building blocks. When someone feels understood by a person, she/he feels comfortable. A bond develops from that feeling of comfort and trust grows between the 2 parties. Only then have you earned the right to ask the tough questions.

The best way to build rapport is through Active Participation. Active Participation is a communications process that enables you to enhance the way you communicate with a prospect by adjusting your style of speaking, body language, and sensory clues to mirror those of the prospect. We are not talking about looking around the office and finding that your prospect plays golf or is a gardener, so you begin chatting about their hobby (although that certainly helps). We are talking about selling to the prospect in a manner in which THEY WANT TO BUY.

Active participation consists of three primary elements:

- Elements of Communication
- Active listening techniques
- Primary Sensory Dominance (PSD)

The first component, elements of communication, defines the parts of a communicated message. The next component, active listening techniques, deals with giving and receiving feedback on a communicated message. The Primary Sensory Dominance (PSD) component explains how people process the world around them, primarily through visual, auditory or kinesthetic means.

There are three **elements of communication**, spoken words, tonality and body language. The spoken word comprises only 7% of the way a message is received. How you say something (tonality) and the body language accompanying your message represent the majority of any message, 38% and 55% respectively.

Active listening refers to the fact that people not only want to be heard, but they want to know they are being listened to, and most importantly understood. Active listening is simply reflecting back to the prospect the message you heard so that you can either confirm or correct your understanding of the message. This will insure that you are on the same page as the prospective client and also is a remarkable way to establish rapport and differentiate you, as most sales people are not empathic listeners.

Primary Sensory Dominance (PSD) addresses the fact that we each experience and process the world around us in differing ways. While each of uses all 3 of our senses, sight, sound and touch, we all have a dominant sense. If you can identify the prospect's preferred mode and communicate with him/her in terms that are consistent with that mode you can enhance your bonding and rapport with the prospect, improve communications and sell more.

Sales is a game of inches. I am convinced you never win by a wide margin, nor do you lose by a wide margin. People first and foremost buy from people whom they trust. Give yourself an advantage...sweat the details. Find ways to build trust by selling to the prospect the way they want to buy. It's not about us; it's all about the prospect.

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