

## INSTANT SALES TACTICS

# ARE YOU ATTRACTIVE?

*Now, before we go too far, let's be clear: this isn't about how good looking you are. Rather, it is this: are you attractive to prospects and customers? Are you someone they want to know, to talk to, to work with? Will they refer you to others?*

*Part of being attractive to prospects and customers is having products and services that solve their problems. But there's another part of the equation. And that is you—the person you are and how you “show up” with prospects and customers.*

## It STARTS With Who You Are

Are you honest? Do you walk with integrity? Are you transparent? Are you interesting? Is your focus on others? Are you creating value for those around you? Are you enthusiastic about what you do?

If you can answer “yes,” you'll be attractive to prospects and customers. If the answer is “no,” the quality of your products and services will only take you so far. Eventually, a competitor who can answer “yes” will win the day.

And here's an important thing to remember: it's not enough that you answer “yes.” Your prospects and customers have to answer those questions about you in the same way.

## TRUST = Attractiveness

Prospects and customers are attracted to salespeople who they trust, and that have two key elements:

1. **Empathy**
2. **Credibility**

Let's start with **Empathy**. Simply put, prospects and customers will be attracted to you if you demonstrate that you understand their situation, you care about them and you want to work with them in solving their problems.

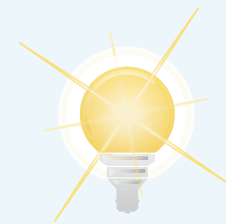
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*If you have zest and enthusiasm you attract zest and enthusiasm.*

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**Norman Vincent Peale**



## RIGHT NOW ACTION STEPS

- ▶ Set aside time to think about the following questions:
  - Am I attracting the right audience?
  - What small steps can I take to ensure that I am attractive to the right audience?
- ▶ With every action this week, make sure you are:
  - Showing up as who you really are
  - Demonstrating Empathy and Credibility



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### TRUST = Attractiveness (continued)

The noted sales psychologist Dr. Hugh Russell put it this way:

*“People buy from us not so much because they understand our products, as because they feel we understand them as people.”*

Once you’ve demonstrated that you want to help, the prospect or customer has to believe that you can help. Your **Credibility** depends on several factors:

- **Commonality:** Having shared interests, associates, experiences and values with your prospect or customer.
- **Competency:** Having the experience and ability to solve the problems of the prospect or customer.
- **Intent:** Having a positive, win/win intent for the working relationship with the prospect or customer.

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## INCREASING Your Attractiveness

You’ll attract more prospects and customers by always:

- Living your values
- Showing you care
- Being credible

And lastly, always show up with **energy and enthusiasm** . . . for the prospect or customer, for your product, for your services and for yourself. There’s nothing more attractive than someone who loves what they do.