

What are the most powerful techniques for getting the customer to have confidence in you

Do you know that your customer, or anyone you are talking with, can actually feel your attitude. They can tell if you are confident or filled with fear. A friend of mine jokingly made this comment: you know you are good when you can fake sincerity. Our objective is not to fake it - our job is to be so sincere that our customer feels it and begins to trust us.

Always assume an attitude of confidence and purpose and never apologize for making the call.

There is a psychological law that makes human beings react and respond to the attitude and action expressed by another person. There is nothing mysterious about it, except the results that come when you put this law into effect.

Everyone wants to do the appropriate thing. Everyone wants to "rise to the occasion." We have an unconscious urge to "live up to" the expectations others have of us, or to "live down" to them. If you see that your customer or prospect is busy when you first walk into their office or warehouse do not apologize for interrupting. What will go through their mind if you do? "If you see I am busy, why are you bothering me?"

If you decide beforehand that a certain customer is going to be difficult to deal with, chances are you will approach them in a hostile manner, ready to fight. When you do this, you literally set the stage for them to act on. He or she rises to the occasion. They act the part that you have set for them to act, and you come away convinced that they really are a "tough customer," without

ever realizing that your own actions and attitudes helped make them one.

In dealing with your customers, you see your own attitudes reflected back to you in their behavior. When you smile, the person in front of you smiles. When you frown, the person frowns. When you shout, the person shouts back.

The television industry is well aware of this concept. Nearly every comedy uses a laugh track. That's the canned laughter the producers play every time one of the actors says a funny line. We hardly notice a laugh track when we watch a show, however, notice how people watching will laugh at even the most unfunny joke.

In 1962, the research team of Schater and Singer gave people epinephrine, a drug that is known to intensify emotions, and locked them in a room with other test subjects - one of which was a hired actor. Some of the test subjects were placed in a room with an actor who was told to act angry. Others shared their room with an actor who was instructed to act absolutely happy. Without exception, the test subjects mirrored the emotions of the actors in the room with them.

You can see that an attitude of confidence will instill a customers confidence in you. Confidence simply means knowing how something will turn out before it happens. Visualize the end results and your confidence will go up.