

There are seven things that buyers want and you will be light years ahead if you know what they are

There are seven things that buyers/customers want from a sales person. This lesson is a good check list to make sure you are covering all your bases.

What are the things buyers want from a sales person? Let's ask them.

"Do not sell me - help me buy. Give me a choice between something I want and something else I want and help me decide what is best. Do not try to push something on me just because you want to sell it."

"Do not sound like you just graduated from selling 101. Do not use timeworn techniques to pressure me to buy when I do not want to. Sound like someone trying to help me. Sound like a friend."

"Be sincerely interested in what I do. My business may not seem overly impressive to you, but it is everything to me. Be interested enough in my problems to ask questions and help me find solutions."

"Do not talk down to me or tell me what I am doing is wrong. I want to feel good about the choices I have made. If I have made a mistake, be tactful. Show me how others have made the same mistake."

"Reinforce my decision to buy from you. I need to be reassured that buying products and services is my best alternative. Do not take my business for granted - let me know I am appreciated."

"Do not tell me - show me how you will service me after I commit to writing checks totaling thousands of dollars every month. Do not forget me after the initial sale by putting me on automatic pilot."

"Tell me success stories. Tell me about similar situations where someone using your products and services is having success. I do not want to be the first or the only. I will have a lot more confidence if I know of others who purchased and are doing well."

Once we make a sale the job is only beginning. We have to keep our customers sold and this requires reselling them every week. Talk about the successes people are having with your products and your company. When you or someone in your company opens a new account, do not keep it a secret. Customers like to deal with someone who is successful.

"Give me proof. I want to believe what you say, however, I have heard it all. I need facts and information that back up the statements you make. Show me a letter from a satisfied customer. I want reassurance and justification the price I am paying is fair for what I am buying."

Always back up your statements and claims with proof. When presenting new products do the required homework. Get the facts and figures to back up everything you say. Do not just rely on your relationship with the customer to make the sale. Show them you care enough to do the homework.