

Connecting With Customers

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The Leadership Institute

Lighting the Way

"Inspiring Dreams, Realizing Potential"



Connecting With Customers

“Communication—the human connection—is the key to personal and career success”

Paul J. Meyer

The Human
Connection



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Communication is what makes us human.

In the animal kingdom the law of the jungle is
“Survival of the fittest.”

Human beings amended that law...

For humans the law is “Survival of the best
networker!”

*“Good communication is as stimulating as black coffee,
and just as hard to sleep after.”*

Anne Morrow Lindbergh



The Human
Connection



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Communication enables us to learn from one another.

The better the flow of information within a society or a company, the faster the rate of progress.

“The two words information and communication are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

Sidney J. Harris



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“None of us is as smart as all of us”



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“None of us is as smart as all of us”

If we let others know what we want and listen to what they want, we will recognize common goals and can pool our resources to achieve them.

1 + 1 X Good Communication = 4? 10? 100?

“Seek first to understand...then to be understood!”
Stephen R. Covey



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Don't try this at home...I'm a professional!

We make our living by communicating the value of our products to potential buyers and by persuading others to follow the course of action we recommend.

The better our communications skills the more effective will be in our jobs and in our lives.

"The single biggest problem in communication is the illusion that it has taken place."

George Bernard Shaw



Don't try this at home



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Center of Effort
(COE)



Center of Effort (COE):

A nautical term used to describe the point where all the forces influencing the sails are concentrated to help the vessel take a lead position.

As professional salespeople we must concentrate on using every form of communication to persuade our customers that our products will solve their business problems.



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Communication is like breathing...

we do it all the time but we don't think much about it...

unless there is a problem!

Today we're going to talk about mindful communication.

“The problem with talking too fast is that you may say something you haven't thought of yet!”

Ann Landers



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Speech is so entwined with our thought process that you can not change one without impacting the other.

When you improve your communication skills you improve your thinking.

When you improve your thinking you improve your ability to communicate.

“Meta-cognition” Thinking about thinking.

“Be careful of your thoughts; they may become words at any moment”

Ira Glassen



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Speak Your
Mind, Mind Your
Speech



More than Words



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Definition of communication:

Communication is a process by which information is exchanged between individuals through a common system of symbols, signs or behavior.

More than words “symbols, signs or behavior.”

As professional communicators we must master all forms of communication to accomplish our goals.



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As social animals all humans are tuned into the messages others are sending out over every “channel.”

We communicate with our words, our tone, our body language, our expressions, our clothing...

Everything we do and everything we are sends a message.

What Messages
Are You Sending



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The danger of sending “mixed messages.”

We are constantly trying to determine the integrity of the people we encounter.

Integrity literally means “The state of being whole and undivided.”

If our words and our body language send out differing messages, the message we communicate is “Don’t trust this person.”

“Honesty is the best policy” is the best way to overcome this problem. Only say what you really mean.

Honesty Is The
Best Policy



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Winning hearts and minds

Fact: Human beings are not rational animals. We make decisions with our emotions and justify them with logic.

To persuade another person we must engage them emotionally, if we fail to connect with them on an emotional level, nothing we say will change their mind.

Winning Hearts
And Minds



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The Three “V” s”

We receive information through three major channels:

Visual

The messages we take in through our eyes.

Vocal

The messages we take from the tone and inflection of another’ s voice.

Verbal

The message we take from words spoken by others.

The Three V’ s



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Visual Communication

In human beings sight is the dominant sense.

Approximately 80% of what we perceive is visual.

Rapid Cognition

“The average individual forms an opinion within 2 seconds of seeing another person,” from “Blink” by Malcolm Gladwell.

Visual
Communication



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Visual Communication

John T. Molloy's "*Button Study*"

He gave purchasing agents two buttons...
one positive and one negative.

They were instructed to push the appropriate button as soon as they received a positive or negative message from the sales people sent to call on them.

In 94% of the cases when they pressed the negative button, they did so before the sales person had said a word.

Pushing the right
buttons



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Visual Communication

Never forget

People are always judging “your book by its cover.”

If that cover doesn't send the right message, your prospect will never give you a chance to show them what is inside.

Understanding the importance of visual component of a sales call is vital to your success.

Visual
Communication



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Visual Communication



We are not all blessed with movie star good looks...
but we can control the visual message we transmit
to our prospects.



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Visual Communication

Dress For Success

Still A Good Idea

Dress for Success



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Visual Communication

Dressing for success

Clothes send a signal about who we are.

The cultural trend is toward casual clothing.

To inspire trust and respect we need to look like the people who are trusted and respected.

Dressing in a business like manner changes how other people see us and how we see ourselves.

Visual
Communication



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Visual Communication

Black Raincoat Study

Two men approached 50 secretaries each in the same building to see which could best get past the secretaries to see the decision-maker.

Both used the same approach.

One man succeeded 24% of the time.

The other man succeeded 60% of the time.

They weren't two different men at all.

They were the same man so what was different?

Visual
Communication



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Visual Communication

“Clothes make the man” (or woman) and the sale!

The first time the man approached 50 secretaries he was wearing a black raincoat. (24% success rate)

The second time the man approached 50 secretaries he was wearing a tan raincoat. (60% success rate)

Conclusion:

The clothes he wore and the colors he chose in each situation profoundly shaped the secretaries’ image of him and made the difference between success and failure.



Visual
Communication



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Visual Communication

Every”body” has something to say

An understanding of body language is important to your success in sales.

You need to know how to read body language and how to project the right message with your own body.

If your body and your words don’ t match, customers will immediately notice the disconnect.

Visual
Communication



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Visual Communication

Your body language “vocabulary.”

Walk into the party like you are walking on to a yacht.

Walk and act like you are there for a purpose.

Exhibit good posture—be an upright individual.

Be conscious of your hands and your gestures.

Gradually draw closer to the customer physically and psychologically.

Visual
Communication

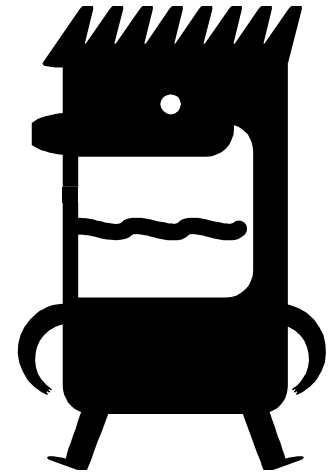


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Visual Communication

The most important thing you must do is....

SMILE!



Your smile is the first thing a prospect notices about you.

Smile When You
Say That Pardner



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Visual Communication

Your body language and your smile give evidence to your emotional state.

Emotions are contagious.

If you demonstrate a positive mental attitude, your customer will be more likely to respond to you in a positive manner.

The mind and body are one entity. When you use positive body language your attitude will become more positive.

Visual
Communication



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Visual Communication

POP QUIZ:

Question 1: What percentage of sensory input is visual?

Answer: 80%

Extra credit: What percentage of your sales presentation engages the prospect visually?

Hint: The more visual your presentation is, the more likely you are to make a sale.

Visual
Communication



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Visual Communication

Show' em what you got.

Your sales materials make as much of a statement about you as your clothing and actions.

Use a presentation binder.

Keep your materials organized and neat.

Create new sales materials to suit your current needs.

Use your sales materials to support what you are saying to the customer.

Visual
Communication



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Visual Communication

Your product is your best sales tool.

Keep a “like file” with examples of ads filed by category.

Collect testimonial letters from satisfied customers to prove value.

Whenever possible use spec ads to help customers visualize buying your product.

Customers love maps!

If you are comfortable using them, integrate laptops and other high tech tools into your presentation.

Visual
Communication



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Visual Communication

A sales piece can help you close a sale...

A sales piece can not make a sale for you.

Dropping off literature is not a sales call!

Visual
Communication



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Vocal Communication

A sales person's voice is their most important tool for conveying meaning.

You have to use the tools you were given at birth... but you can keep them sharp and train yourself to use them effectively.

How you say something conveys as much of your message as what you say.

“A comedian is not someone who says funny things, a comedian is someone who says things funny.” Ed Wynn



Vocal
Communication



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Vocal Communication

“Would you just listen to yourself!”

Be aware of your tone, pace and rhythm.

Listen carefully to your customer’s vocalizations.

Your confidence, or lack of confidence, will be apparent in the sound of your voice.

Vocal
Communication



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Vocal Communication

People tend to listen to and trust people who sound like themselves.

Match your customer's vocal rhythms and pacing.

“Slow down, you talk too fast, gotta' make the customer's attention last. Selling groovy.”

Most sales people talk much too fast on a call.

Vocal
Communication



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Vocal Communication

Vary your delivery for emphasis.

Speed up (just a little!) to convey excitement.

Lower the volume for emphasis on key points.

Coordinate your voice with your body language.

Vocal
Communication



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Vocal Communication

Sharpening your vocal tools:

Record yourself and listen for opportunities to improve.

Listen to good speakers paying attention to their delivery as well as the content.

Practice, read out loud, join toastmasters, rehearse your presentation with family or coworkers.

“Pee pale and sit up straight!”

Drinking lots of water keeps your vocal chords soft and flexible. Good posture frees your diaphragm.

Vocal
Communication



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Verbal Communication

**Two monologues
don't equal a
dialogue!**

1 + 1 = 4



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Verbal Communication

Secrets of great verbal communicators

They talk about the things that the customer is interested in—their business, their customers and themselves.

They ask a lot of questions to engage the customer, uncover needs and control the direction of the conversation.

They use simple language and avoid slang and jargon.

They speak to express ideas, not to impress others.

Verbal
Communication



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Verbal Communication

Think about your choice of words.

Write out and rehearse your presentations in advance so that you can give some thought to your word choice.

Connotation/Denotation

“Who handles your advertising” versus “Who is responsible for telling your story to local shoppers.”

“The difference between the right word and the almost right word is the difference between the lightning bug and the lightning!”

Mark Twain

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Verbal
Communication



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Verbal Communication

Communicators “Power Tools”

“Power Tools” paint a verbal picture for the customer. They help them visualize what you’re recommending.

Analogies

“Advertising once is like going to the gym one time and expecting to win the Mr. America title.”

“He could talk a dawg off a meat truck”—Overheard in San Antonio Texas



Verbal
Power Tools



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Verbal Communication

Communicators “Power Tools” --Stories

“Storytellers, by the very act of telling, communicate a radical learning that changes lives and the world: telling stories is a universally accessible means through which people make meaning.”

Chris Cavanaugh

Stories activate the most basic regions of the brain—they foster deep understanding.



Verbal
Power Tools



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Verbal Communication

Communicators “Power Tools” --Stories

Stories are the best way to communicate abstract concepts.

Tell Stories about their customers (Your readers).

Third party stories prove value (Testimonials).

Stories must be relevant to the call.

Verbal
Power Tools



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Verbal Communication

Communicators “Power Tools”—Positioning

Personalize the conversation by using their name or you, yours etc.

Position your product in the most positive light.

Instead of “you can advertise in two editions” use “your message will reach over 12,000 potential customers who live minutes away from your store.”

Verbal
Power Tools



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Persuasive Communication

You can lead a horse to water...

It's the sales person's job to make the horse thirsty!

The mission of a sales person is to persuade a prospect that your product is more valuable than the investment required to purchase it.

The Power
To Persuade



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Persuasive Communication

Secrets of “supersuaders”

Psychologists describe a “supersuader” as being able to overcome another person’s natural reluctance to change and convince them to accept the course of action they recommend.

Supersuaders can sell ice boxes to Eskimos and get them to take the optional ice maker and the extended service plan.



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Supersuaders



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Persuasive Communication

Psychologists have identified the techniques used by “supersuaders” and use the acronym SPICE:

S—Simplicity

P—Perceived self interest

I—Incongruity

C—Confidence

E—Empathy

Spice Up your presentations



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Persuasive Communication

SPICE--Simplicity

- When the mind receives too much information or becomes confused it shuts down.
- Use simple language and words.
- Stick to one or two key points.

Spice Up Your
Presentations



Connecting With Customers

Persuasive Communication

SPICE—Perceived Self interest

- “If you would persuade speak of interest”—Benjamin Franklin
- Focus on customer benefits.
- Tell the customer what’s in it for them.
- Give the customer something they can use. Ideas are the gift that keeps giving.

Spice Up Your
Presentations



Connecting With Customers

Persuasive Communication

SPICE--Incongruity

- We naturally look for patterns in the world and in the behavior of others.
- Anything that breaks a pattern gets our attention.
- Surprise the customer with creative solutions.
- Make the customer laugh and make the sale.

Spice Up Your
Presentations



Connecting With Customers

Persuasive Communication

SPICE--Confidence

- If you can not convince yourself, how can you convince others.
- Confidence like all other emotional states is contagious.
- “Broaden and build effect”—people who believe they are lucky broaden their outlook and see more opportunities than pessimists.

Spice Up Your
Presentations



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Persuasive Communication

SPICE--Empathy

- You must understand how others feel before you can hope to change how they think.
- Prospects must feel that you have their best interests in mind before they will trust you.
- Customers are not “accounts” the “enemy”, or even “customers” they are people with emotions and feelings.

“People may forget what you do, they may forget what you say, but they will never forget how you made them feel.”—Maya Angelou

Spice Up Your
Presentations



Connecting With Customers

Becoming a great communicator

Think before you speak.

Study great communicators and emulate them.

Experiment, try different techniques and constantly work to improve your skills.

Rehearse, rehearse, rehearse! Perfect practice makes perfect.

Pay attention to your impact on others, ask for feedback.

Learning your
craft



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Final Thought

"The truth isn't the truth until people believe you,
and they can't believe you if they don't know what you're saying,
and they can't know what you're saying if they don't listen to you,
and they won't listen to you if you're not interesting,
and you won't be interesting unless you say things imaginatively, originally, freshly."

William Bernbach



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Thank You



Thank You



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Questions & Discussion

On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck with all of your future endeavors.

THANK YOU!

