

PERSUASIVE SELLING

UNLEASHING THE POWER OF SILENT COMMANDS.

BY

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As humans, we all communicate *visually, auditorially and kinteically*, though when given the choice, we will pick one primary method of communication which is considered our favorite. The majority of your customers, and possibly this is also true of yourself, prefer to communicate through **kinesics**, a method of body communication based upon "gut" instincts and intuitions. To be persuasive with kinesics your presentations must be simple, relate to the other person's understanding and be story-oriented. Many salespeople sometimes forget the divinity of this simplicity. Regardless of how well-informed you may be in your profession, unless you can transmit this information to others, it will remain of no value to anyone. Communication through words alone is simply not enough. Superstar salespeople must learn to use their bodies and minds to communicate as well.

Just as water cannot rise above its source, we cannot enlighten anyone beyond our own understanding. You *communicate* with others when you see things from their perspective, by being in their shoes. You will ultimately understand what John Smith buys when you see it through John Smith's eyes. People, therefore, are not persuaded by what we say, but rather by what "they" understand. It is important that we make sure our words, phrases and sentences are *understandable* to the person with whom we are communicating.

When you go fishing, you bait the hook, not with what you like, but with what the fish likes. While a salesman is emotional, thriving on sentiment and generalizations, an engineer is conditioned to analyze carefully, every question, every statement, taking

nothing for granted. :Baiting your hook with stories helps convey to both the effectiveness of your message. Remember, Little Red Riding Hood and Goldilocks? You are almost certain to hit a responsive note in others by using stories. When you do so, you have guaranteed capturing their attention.

When you tell a person that you know how he or she *feels*, you are showing interest in them, seeing things from their point of view, not just your own. Some people might think, for example, that the opposite of love is hate. It's not--it's the feeling of being ignored! Most people can tolerate being hated much easier than being ignored. When a person realizes that someone has made an effort to *understand* them (instead of to ignore them), then they are highly complimented by this gesture. If you show interest in others then they undoubtedly will show interest in you and in your point of view. "I know how you feel" are highly charged words! When you let customers and clients know that others have felt the same way too, you are eliminating any possibility the prospect might think their position is unreasonable. Finally, let customers and clients know what benefit others have found through the use of your product or service. By doing this, you are presenting a "fact" that is designed to specifically influence others. Just the mere "fact" that others experienced certain results is highly persuasive in itself. It suggests to the prospect or customer that if they do not do as others have done, then they run the risk of losing out. Fear of loss is always a greater motivator than a vision of an opportunity gained. If a salesman tells a prospect how good his product or service is, then this is a self-serving statement. Chances are that his story will not be as persuasive or carry the same credibility as a story about a third-party who used the product and experienced good

results. *Facts, analogies* and *comparisons* all persuade. By presenting these in stories, they help the stories themselves become even more persuasive. People will always listen to a story, whereas normal opinions and statements might bore them. Don't just *collect* stories, however. Practice *telling* stories until you can relate them to the use of your product or service in both an interesting and a dramatic way.

One of the most valuable of all tools in communication, is the ability to ask questions. Did it ever occur to you that the more professional a person is, the more time they spend asking questions? This is because the depth of your prospect's interest in your product or service depends completely upon your depth of interest in them. People are persuaded more by the depth of our sincerity than by the height of our logic. They "react" more to our desire to solve their problems, than to our brilliancy of describing our own product or service. People, in general, love to buy, yet hate to be sold. Therefore, they do things for *their* own reasons and not yours. Reduced to simplicity, a problem is nothing more than the mere difference between what a person has or needs and what they want or desire. The extent of a person's problem is simply the distance between the two conditions. Until your prospect has agreed with you concerning their exact needs and wants, you are not communicating with them, you are only talking to yourself. Questions offer the very best instrument for testing a person's disposition to accept your ideas, services or products. Unless we *listen*, however, to the answers to our questions, then the questions themselves are of little importance. The key to good listening is that we must *want* to listen. If there is any one secret to success, it lies in the ability to get to the other person's point of view

and see things from their angle as well as our own. Nothing accomplishes this better than skilled listening.

Kinesics is one of the oldest forms of non-verbal communication known to man. Our *body language* (as kinesics is more commonly called) is usually stimulated by our subconscious mind and, therefore, is much more *reliable* than verbal communication. Since our subconscious mind is honest in the things it does, you'll do well to observe closely the actions of others regardless of what they may say in actual words. Kinesics, if understood properly, can be one of the best lie detectors of all. Many people who consciously realize that they reveal their thoughts and feelings in their expressions, may make an effort to hide their thoughts and feelings from others with a "blank appearance". This practice is part of the protective armor found throughout our society. Many people try to hide from others by hiding within themselves. Surprisingly, one of the hardest things for some people to do is to simply relax, and actually be themselves. When a person does not reveal his or her thoughts and emotions with us (trying to be someone they are not), we tend to "clam up" as a protective measure of our own.

One of the most interesting of all types of non-verbal, persuasive communication is known as "space communication". Since the dawn of civilization, everything that walks, crawls, flies or swims has had a territorial need. So sacred is living space to people that it has been the basic cause of almost every war fought. It has also been the moving factor that led to the discovery of many new continents, as well as the exploration of space.

Each one of us subconsciously feels a possessory right to a reasonable amount of "space" around ourself.

Many times a person's body language will abruptly change to a negative state because we may have, unknowingly, encroached upon the "space" of another. Sometimes it may be as simple as placing too much of your body or other artifacts (briefcases, pocketbooks, even silverware) too close to another. An invasion of their space, or a withdrawal of an invasion, results in an almost immediate change in the body language of the other party. One of the deepest human compulsions, next to self-preservation and sex, is the desire in people to own real estate. Why? Because owning real estate gives us the ultimate "space freedom" which we as humans must have. Regardless of the economic state of our country or the tax treatment given it, real estate will continue to be bought and sold by people everyday who desire to employ this simple principle. The varying degrees of distance needed between ourselves and others can run from broad to intimate. The closer we get to people, the more intimate with them we become. In most all cases, this kind of close relationship is conditioned over time. People who stand or sit a "respectful" distance away from one another (usually 3 feet or more) and state their business both politely and businesslike, communicate to the other party courtesy and respect. People should never invade this 3-foot space unless given permission by some action displayed by the other party. Our subconscious mind is not influenced by emotion and is not blinded by important details. Don't get into the habit of violating zone barriers. It is not only bad manners, but it also makes for bad communication as well.

The real purpose of using persuasive communication when dealing with people is to cause them to act. How? Through Like, Understanding, Belief and Trust. Prospects must first *like* you before they understand you, *understand* you before they believe you, and they must *believe* you before they trust you. It's a simple known fact that no one will buy your product until they have first "bought" you. In trying to communicate and sell any idea, you the salesman must first completely "buy" the idea or solution yourself, or the prospect never will. Therefore, it is important that you fortify yourself with conviction and arm yourself with sincerity. This must be followed with proof, convincing proof, that your solution is your prospect's answer. Great "Persuasive Sellers" know that you *tell* with your head, but you always *sell* with your heart. Be sure to offer quotes, give "for instances", tell stories of other people's positive experiences, but never make editorial statements or offer your opinion, since these carry very little weight with the prospect or customer. Since almost the beginning of time, stories and "for instances" have been one of the greatest of all vehicles used to persuasively sell others. This is because stories are understandable and convincing and everyone can relate to one. Testimonials from others are also helpful, too.

Remember, people love to buy, but hate to be sold Many reasons can be given to support this principle. One of the most important is that when a person is permitted to buy, they are not deprived of the joy of discovery. Furthermore, when a person reaches a conclusion voluntarily, through their own investigation, their decision is usually "definite" and not easily subject to change. You have unleashed the ultimate in power when you can get people to do what you want them to do because they *want* to do it. The

individuals who are paid the most in our economic system are those who have learned the art of causing people to do things through perfecting this principle. If you can show people how your product or service will help them by appealing to their "emotional needs", then they shall be even more eager to buy your product than you are to sell. Most people are interested in what you have to say only to the extent that it will benefit them or will make them more money. If it doesn't do this for them, then they could care less about your solutions. However, for people to be happy and buy into your solutions, they must be unhappy with their problems. By talking about their problems, you are appealing to their emotional needs. Why is this important? Because as human beings we make decisions based upon emotion, not logic. Emotion is the sizzle that ultimately sells the steak.

Note that a person's favorite subject of discussion is themselves, along with matters that will help them secure the things in life that they both want and need. Your enthusiasm in this case can be more persuasive than logic. Why? Because enthusiasm changes the quality of a job by changing people in the job. It is a persuasive selling catalyst. The last four letters of enthusiasm are **I, A, S, M**, meaning "I Am Sold Myself". When you become fired with enthusiasm you'll understand why your natural god-given talents (combined with a small amount of product knowledge) is all you need to take you to the top. Your enthusiasm begins the moment you wake up in the morning. A person, upon waking, can "communicate" persuasively one of two things. They can be eager to start the day happily by saying such things as, "Good morning, God!" or approach it

negatively with, "Good God, it's morning!" If we feel, emulate and radiate enthusiasm, then we will move those around us in the same, positive way.

The art of persuasive communication is just as important to you whether you are the giver or receiver, since communication is a two-way street. Both the communicator and the respondent must be in complete harmony. Your success and attitude is determined every day by how others stimulate you and how you stimulate others. Just because someone fails to stimulate you positively does not eliminate you from turning the communication process into one from which you can both benefit. There is a law doctrine known as "contributory negligence" that relates to this. If, for example, you see a person driving carelessly toward you and you have time to avoid an accident by taking reasonable precautions and you don't, then in a court of law you Cannot collect damages because the law of contributory negligence will determine that you actually contributed to the accident. This same doctrine holds true also in the field of communication.

If we want certain things in life strongly enough, then we automatically draw upon those resources within us and convert them to productivity. We Cannot, however, accomplish anything greater than that which we already are. The picture, therefore, can be no greater than the artist, the book no better than the writer. Human laws are just as certain as the laws of nature. Our accomplishments can be no greater than those qualities which have been instilled in us. The "pro", therefore, never stops learning, especially when it comes to the "art" of communication (both with themselves and with others). In fact, the more they learn about both, the less they really feel they know. It is a proven fact that those

who seek to make themselves stronger to meet the difficulties of life are those most admired in our society. By enhancing your communication skills, you can become one of them! It is a sad commentary on our present society that many people today seem more concerned about what they own materially than with who they are in actuality. Focusing on communicating better with our internal being and with others can change this.

One of the saddest circumstances of this life is that the world is full of well-meaning, but misguided people who want to prepare for the future; they *want* self-improvement enough to do something about it, yet somehow they never get around to it. Their communication skills and ability to perform are limiting factors in their growth as productive individuals. Yesterday is a cancelled check, today is cash, what are you going to do with it? Most of us need to act as if there is no tomorrow. Unless we resolve with all the sincerity we possess that we shall start this very moment to build for the future, to enhance our skills of communication with ourselves and others, then we will still find ourselves wallowing in the wilderness of procrastination and complacency. While chopping wood, be sure to take time out to also sharpen the axe. Self-improvement is not complete until you have learned the effective communication skills that are necessary to assist you with your life's endeavors. You can only improve future conditions by improving yourself. We have life insurance to cover our loved ones in the unlikely event of an untimely death, health insurance to assist us with our medical needs, fire, theft and casualty insurance to insure the unexpected loss or damage of our homes and possessions, yet how many of us have invested in ourselves? To insure our own well-being? How satisfied are you with your life up to this point? Learning to live your life to the fullest,

benefiting both yourself and others in the process, is one of the greatest challenges of all.

If you believe in yourself and value the future, start a program of self-improvement by enhancing your communication skills now. The results can be quite persuasive!

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