

Selling the Magic

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What you do is magic – this you know. The magic of technology, of computers in general, of breathing life into something out of thin digital air that wasn't there before. Whether it's a business in any technology field, building a website, creative digital photos/artwork – the magic of computers has changed our lives and changed our work.

Those who know how to navigate the digital world have a skill that is of great value to those who are without (and often terrified of) such knowledge. But getting other people to recognize their valuable offering and to sign up for their services can be the trick. How do you sell successfully, when really all you want to do is to be left alone to 'do your thing'? This is a real challenge for many, especially for the technologically gifted, who frankly may prefer interacting with machines over interacting with people. Unlike machines, people can be so unpredictable! (and sometimes so contrary!)

Actually people are rather predictable, in a general evolutionary kind of way. When you understand the basic traits that all humans share, traits specifically related to behavior, you can figure out how to best influence others to get them to do what you want. It's largely about motivation, influence and likability.

So what do you need to know about people in general to make selling/communication with them easier? What are these basic traits to capitalize on for best influence? Here are the top inherent traits that relate to motivating behavior:

- The **need to belong** – we are dependent on others to literally survive, so cooperation is high on the list

TACTIC: Gain trust and likability by giving trust first, be trustworthy to earn the trust of others

Use nominal nouns over verbs to invoke identity: "Become an expert" over "Develop expertise"

Smile! A lot! A genuine smile that reflect inner positivity is the easiest way to develop rapport.

- The brain is wired to **create patterns** – we are bombarded by so much data that to make sense of it all and function properly, we look to loop data together into patterns, to make quick decisions on people and things, to then move on

TACTIC: Create a personal brand of qualities you want to be known for, develop the behaviors to showcase those attributes, then consistently maintain those behaviors rather than leaving your brand up to chance

Help others develop you as a new habit by hooking your service to an existing habit that they already are doing

- The **need to complete** – once set on a goal path, we desire completion, with more motivation if the task is challenging

TACTIC: Word your request as another step in the process already started, rather than as a new task

- **Fascination with danger** – when we see an accident or disturbance, we feel compelled to look (gawk)

TACTIC: Fear of loss is greater than desire for potential gain, so present as 'limited offer', 'only so many slots available' etc for greatest success versus 'look at all the benefits you will gain'

When scared, we want the safety of the known and familiar; when comfortable, we want novel and new. Use this knowledge to gauge the person's current state (comfortable with technology

loves the new toys – uncomfortable with technology wants things just as they were) and present accordingly.

There are other factors to selling, but these are a good start. And we are selling all the time – our ideas in meetings and discussions, ourselves in interviews and new introductions, specific products in work situations. Having strong selling skills makes the job of life so much easier and enjoyable.

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