

## EMOTIONAL TRANSACTIONS

- 1.** You can sell anything if people like you. Forget about the POS or the charts for a moment and take some time to think about you, because, as the old adage goes – people buy people. Think about what you wear and how you carry yourself. Video yourself and you'll see yourself as others' do, giving you insight into what you need to change to be more appealing. Don't wear lots of perfume or after shave: you'll put off those that don't like it and the more people want to be around you, the more opportunity you've got to sell.
- 2.** Maintain eye contact when talking to people. It's so simple but so often overlooked. It's not only polite but will ensure their attention is on you and demonstrate to that voice in their head that you're interested in them and not just looking through the POS or reciting a standard script – even if you are!
- 3.** Use your own experiences as perfect examples of excellent service. When have you felt valued or special as a customer yourself? Why and how? Can you do the same and you're your customers feel valued and special? You need to be the difference in the many sales people that are vying for your customer's attention. Write down 5 things that would impress you as a customer and then find ways to include them for your customers.
- 4.** Show that little voice in your customer's head that they like you! Be aware of what mood your customer is in and match it appropriately. If they're tired or a little quiet for example, don't bowl in with jokes, excessive smiles and a loud voice – a softer approach that matches their own mood will connect much more effectively. Either way – smile; it disarms people and promotes the production of the 'happy chemical' serotonin.
- 5.** Avoid crossing your arms and sitting with physical barriers between you and your customer. Think about other emotional interactions you have with family or friends – when do you ever sit with your arms crossed or across a table? If you need to sit at a table, try to position yourself so that you and your customer are sitting at 90° to each other. This opens up the conversation, reducing psychological barriers and makes the conversation less competitive.
- 6.** Tilt your head when listening to them. We do this naturally and subconsciously when interested, attentive or concentrating on what we are listening to. You can help demonstrate to your customers that you're interested in them and appeal to them on an emotional level by doing this and gently nodding as they're speaking also as if affirming what they're saying.