

The Value of Motivating Sales Language

We stress developing and executing an on-purpose, by-design approach to your sales practice by deciding in advance what and how you want to accomplish each event and step of your sales process. This includes learning sales language, committing it to memory and knowing it like the back of your hand.

With that in mind, it is important to make sure that you remember to apply all that preparation in context with the client and their situation. Just reciting the words of a sales talk or shoving a brochure in their face is not enough.

Don't Be a Robot

There is a danger if your words are delivered in a rote fashion and are perceived as insincere. If you come across in a robotic fashion, you won't accomplish what you want.

Instead you might end up with a turned off client who doesn't trust you and isn't convinced you understand them. If they think you don't care, you won't get the sale and your chances for referral introductions will be pretty slim.

Make it Completely Professional

Your aim should be to be so prepared that a prospect or client is wowed by your professionalism. The foundation for every interaction is putting the client first regardless of where it leads.

Our advice is to know what you want to accomplish at each step. Then develop and fully adopt motivating language that you memorize then make second nature. This approach will allow you to capture a client's curiosity, get their agreement to take a serious look at your solution and move them to take action.

If you have dug deep and asked them to tell you what matters to them, you will know their dominant buying motive (DBM) and be able to tailor the solution to their specific needs.

The Benefits are Worth It

All the hard work that you do before you sit down with a client will pay off in the long run. When you fully engage them with motivating language (not just rehearsed lines) at every step, the result will look like this:

- **Better closing results** - When customers buy to solve needs for logical reasons, the connection can be strong. But, when you employ motivating sales language (tied to their DBM), the bond is nearly unbreakable. And, they will knock down walls to make the sale happen.
- **More and bigger sales** - With more complete preparation and sales language designed to get to the right outcomes, your sales results will be better and your average new account will be larger.
- **Stronger client relationships** - When you make the value of your solution crystal-clear with motivating language, your clients will know why they bought. They will stick with you, buy other products and introduce you to other potential clients.
- **More repeat customers** - When they like you and trust you (cemented by motivating language), you will have a far better chance to get back in front of them as the solution source for additional sales.
- **Referral introductions** - A happy client will be eager to introduce you (and endorse you) to others who may have an interest in getting to know you.

If you find the *MintonDickes Monday Minute* interesting and valuable, please forward it to others and encourage them to give us a call at **402-218-3036** or contact us at brucedickes@mintondickes.com to add them to our distribution.

About MintonDickes

MintonDickes Consulting offers organizations decades of experience to deliver improved results more quickly, more successfully and more affordably in the long-run.

Not a one-size-fits-all or cookie-cutter approach. We help clients challenge conventional wisdom to achieve order of magnitude improvements.

Our job is to provide the opportunity to out-think the competition and implement the critical solutions for meaningful and lasting impact.

**WE WON'T PROMISE MIRACLES.
WE CAN PROMISE RESULTS.**