

Interconnected

Did you ever stop to think how small this world is? Especially now with so many electronic means of communication. You can scan a document and send it across the world in a matter of seconds, without any human contact. To me, that is the problem in sales. We don't take advantage of the human contact. As sales people, when asking the right questions, we sometimes find out things about who knows who and how they can connect you with the right people. This article is about "People" and how we are all connected in some way or another. How we affect other's lives by simple communicating face to face.

Several months ago I was flying back from the Midwest after a week on the road. It's no coincidence that the person sitting beside me was from Pittsburgh. Well, that's where we were going that evening. We struck up a conversation and found out that he grew up near a couple good friends of mine. He had never met them, but did know their names and some relatives. About 3 weeks later, I get a call from my buddy. He said "I want you to talk with this guy I just met at the Steelers game." I'm in a conversation with the guy from the plane. It's funny how things work out. Two guys that never met end up talking at Steelers game, and find out I was a connection.

I was in Atlanta in Mid-January on business recently. I happened to be at one of my prospect accounts. I saw that a Mike Huckabee rally was going on in the side room. I figured I'd go in and introduce myself and get a couple of bumper stickers for some friends that are supporters. As I introduced myself and that I was from the Pittsburgh area, a young man said "I grew up near Pittsburgh in a town called Jeannette." Wow, now we are talking. How many millions of people live in Atlanta? I run into a guy from my hometown. We talked for awhile, exchanged business cards and you never know where this may lead us. New Friend? My prospect thought it was pretty neat that I had met someone from my hometown in her place of business. New Account?

As I was traveling through the Detroit airport on my way home late last year, I came across a young lady. I could tell that she was not having the greatest of days. One, she was looking down at the computer and not looking people in the eye. Two, she just got belittled by a guy a few customers ahead of me. As I approached her, I told her that she had a beautiful smile. She said I

was the first person to compliment her all day. We went on to have a nice conversation, knowing other people were getting antsy behind me. After going through with her what I needed, I moved along. About a half hour later as we were boarding the plane, she calls me to the front of the line. She moved me up to the front of the plane. She went on to say that I was her guardian angel and she told other people how I treated her so kindly. Was she having a bad day, a bad year, or a bad life? I don't know, but just taking a few minutes of my time and offering up kind words may have changed her whole outlook on life.

I was standing in line recently to enter security at an airport. I happened to strike up a conversation with a guy that was in sales, just like me. It just so happens, we share similar customers and hope to share more. He is a vendor that would use my company to distribute his product. But we both need the same customers. Talk about a connection! We've been emailing each other and we may have some opportunities that will work out in business. That's what I'm talking about!

My point to all of these examples is that how do we know the impact we can make on our own careers and life if we don't try to reach out and communicate to others? All the technology in the world and all the different forms of communication don't add up to what gift we were given. The gift of good old, down home, friendly, face to face communication. We live in a world that we do everything to avoid this form of communication. Just showing an interest in another human being can be the difference in getting the contacts you need or not. What do you have to lose? People will buy from people that they like. If they don't know you personally, you will lose the opportunity! People are interconnected with others and if you go out of your way in speaking with them, think of the opportunities you are creating that your competitors are not. Start Communicating Today!

Great Selling!

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