

Like It or Not!

Like it or not, customers are going to buy from someone that they like more often than not. When all things are equal, they will choose the person they feel most comfortable with. Even if you are a bit higher than your competition, your personality can win the sell. Yes, there are many sales people that have had successful careers but are not likeable. However, I'll bet you that either they have very few return customers or their in an industry with few competitors.

Let's look at a recent example that Kim and I had just gone through with several carpet companies and their sales folks. We finally are replacing some of the 22 year old carpeting in our house. *It is going to be really hard on me to replace the blue carpet that matches nothing in the spare bedroom.* After we spent two weekends looking at three different companies and having them come to our house to measure, we figured we'd give one of those big "box" stores a try. They are advertising a great install price. After an hour of questions that some had literally nothing to do with carpet install, they had me shaking in my seat. Then they told us we had to pay to get them to our house to measure. Not a good sales plan when the service up to that point was very poor. I asked "*Why didn't you tell us that an hour earlier?*" They said, "*Oh, we thought we did.*" End of the sales opportunity for that store.

Traveling back towards our house, we decided to stop at one of the local carpet stores. We were greeted upon entry of the building by a very nice sales person. He had taken us to a place in the store where we could look at carpets as he picked out what we explained to him, the style and color we wanted. He then asked us pointed questions that made great sense to us and what our needs are at our house. What rooms are you looking to replace? How soon are you looking to replace the carpeting? Do you have children or pets? Do your pets spend a lot of time in the house?

Bingo! He actually asked a question that was our highest priority in purchasing our new carpeting. You see, we have three German Shepherds. Yes, they spend some time in their outside kennel, but they love to sleep around the house. Our carpet must be dog friendly. He went on to explain what type of carpeting we would need that would wear best with pets in the house. We knew that there is a difference in carpets, but he hit on some good selling points then he explained the features and benefits of the product. Same product the other sales folks have, but none of them focused on what our needs were. They knew we had dogs because they came to the house.

30 minutes later, Kim and I were leaving the carpet store and saying to each other simultaneously, we need to deal with these guys. You see, price was taken out of the picture because he was a very likeable salesperson. He didn't try to steer us to his most profitable product. He asked the right questions.

You see, most customers know what they want to buy. Sure, they may need a bit more understanding of what makes the product better. But as sales people, we need to be better than the competition by being friendly, showing concern and interest in the needs of the

customer, and asking the right questions. Price comes into play when the customer feels all companies are evenly liked or disliked.

Finally, you know what else the sales person did? He planted a seed when we left his store. He asked us that if we have any other rooms in our house that might need new carpeting in the future, have his guy measure it. They will keep it on file for when we are ready to carpet. Wow! Just so happens we will need new carpeting in our master bedroom that isn't ready yet, but will be next year. Can you guess who will be laying the carpet?

Great Selling!

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