

Your Brand

What is your brand? No, I don't mean what brand you sell or use. I mean when you walk into a room or office building, what do people think? Do they say, "here he comes again, what will he be complaining about" or "here comes Amy, she always has a great attitude", or "look at him, his shirts are always wrinkled". Folks, your brand is you! People buy from you before they know what you are selling. It is your first, current, and last impression. It is the most important part of selling! What people perceive concerning you is typically reality, at least in the case of getting you in the door. How are you perceived in the marketplace?

Let's take a look at 4 key ingredients that make up your brand. I say ingredients because these are what you are made up of. Companies spend so much time in trying to train people on how to sell their products. These are traits that you need to instill in yourself. No one can make you do these; they are a part of you, not your company. You've seen many successful sales people that sell products that people don't even need. They didn't buy the product because they needed it; they bought because they were confident in the sales person and what they had brought to the table. Here are the ingredients...

Your **Attitude**. Folks, your attitude is so obvious that most customers can even tell how you are doing even if you call them on the phone. My personal best attribute is that I am always smiling. People think I am always happy and getting the results I want. Sure I have bad days, lost accounts, and feel like walking away from an opportunity. But, when I look in the mirror and see that smile, I believe that I am the best person for the job, customer, and that I can make the sell. If you wear your attitude on your sleeve, people know your mood. Why not have the perception that you have an awesome attitude? You will begin to see your sales soar and your personal life will improve! A smile portrays confidence in your self esteem, job, and abilities. A positive attitude begins with a smile.

Your **Appearance**. At the beginning I mentioned what do people see when you walk in the door. Not only do they see your smile, but how you dress. Are you dressed for success? Are your clothes neat, pressed, and coordinated? I once had a manager that told me that you need to dress the part of the person you want to become. Well, if you dress like a slob, you're probably a slob. Be proud of your appearance. Customers like to deal with people who they like and are attracted to. This will get you in the door. Look the part and customers will be attracted to you. You may have challenges and weaknesses in your personal attributes, but overcome them by making an effort towards your appearance in what you wear and how you are groomed. Have you ever been approached by a sales person that looked the part, but when they approached you, their breath reeked of bad odor? It's very hard to look them in the eye.

Are you trustworthy? Yep, **Honesty** is the 3rd ingredient that I believe sets you apart from your competitor. People want to deal with people they trust. Is your word your bond? Is what you say, what you deliver? I believe you must always deliver goods and services at or above the expectations of the client. Don't over promise and under deliver. I recently purchased an item from a sales representative that offered a quality, value, and

need based product to Kim and I. But he did not come through with his word. I would not recommend this guy to anyone. His product yes, but he himself, NO WAY! And believe me; he has lost sales because of me. I believe you must look your client in the eye and treat them as they wish to be treated. Fair and Honest!

Finally, **Dependability** is so important in today's business world. You must be consistent in what you bring to the table, when you bring it, and how. Do you contact your prospects and current customers at an agreeable time? Does the delivery of your product show up at a consistent time from the ordering process? My definition of dependability is: *To consistently follow through on what you said you could, would, and should do to satisfy your client's needs in the most ethical manner.* Would you want to deal with a snake that is inconsistent in its approach, is insincere, and will lie and cheat to get his or her way? Certainly not, why would your customer want to deal with that approach.

So, what is your brand? Think about how people perceive you. You may have the best product in the market that everyone wants. But remember, the competition is going to catch up with your product and if you have not established you, yourself as a brand people want, you will lose. Be successful by having the best **Attitude**, looking the part through your **Appearance**, being the most **Honest** and trustworthy sales person, and delivering your product or service with **Dependability**. This will help you win more often than not.

Great Selling!

Mike Popella