

## ~ Tips for Sales People ~

### Speaking From the Heart

There are two ways to make a presentation: one stemming from your heart, the other from your mind. Just as a good actor makes a movie or play engaging and believable with expressive dialogue, sales leaders establish interest and credibility when they speak from the heart about the products they sell.

A phenomenon discovered years ago indicates that vibrations are felt in unique and symmetrical ways. Striking the string of a guitar causes a vibration of the same (unplucked) string of another nearby guitar. This became known as the principle of “harmonic resonance.” It is an astounding truism that the same principle exists in people. When talking with other human beings, they will receive your message in exactly the same way it is delivered. If you speak with your head, they will receive your message with their minds. But when you speak with your heart, your message can actually touch the other person and make him or her feel differently.

Rick Davis, president of Building Leaders, Inc. and author of the book, *Strategic Sales in the Building Industry*, offers these tips, challenging you to rethink the way you deliver your selling messages.

**Tip #1 – Listen carefully to your prospect or client** - After considering the multitude of benefits and features that you can provide your clients, you know there is hardly enough time to discuss all of them. Therefore, you must decide which issues are most relevant to your audience. Ask yourself: how much time is available? What are my competitive challenges? What motivates this individual? What do I want to accomplish with this presentation?

**Tip #2 – Establish your objective** - Too many presentations are given without a sense of purpose. Make your sales pitch count! For instance, you may discover that the only purpose of a presentation is to get a second meeting or you may isolate one singular feature that concerns your prospect. You may believe that your prospect needs to sense your company is able to fulfill a challenging delivery schedule. The possible objectives you may have are endless.

**Tip #3– Listen to your heart** – You need to consider how you feel about the issue at hand. If the issue is service, consider how you really feel about your service capabilities. This doesn’t mean you have to oversell. It merely means you need to describe honestly your feelings about the issue at hand.

**Tip #4– Deliver the chapter(s) that will educate and motivate** - If you have taken time to prepare a presentation in chapters (like the sections of a well-organized book),

your delivery will flow smoothly. You will no longer be thinking. You will deliver a heartfelt presentation at a level of unconscious competence.

Based in Chicago since 1999, Building Leaders, Inc. has distinguished itself as the premier sales and sales management education specialists in the building materials industry. For more information, visit **[www.buildingleaders.com](http://www.buildingleaders.com)** or call **773-769-4409**.

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