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Alpha Business Coaching Newsletter

Selling No-No's

Dear Small Business Owner:

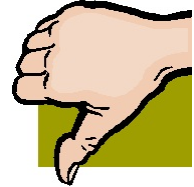
I am currently trying to hire a contractor to rebuild a deck at my house. I've tried to work with 10 contractors over the last 4 weeks to get a complete and accurate estimate. To be honest, the salesmanship is HORRIBLE. All the issues below have repeatedly happened. If you catch yourself doing any of these, contractor or not, STOP. Don't lose business over easy things to fix.

1. Show up on time. If that means you're early and have to sit in the car for 15 minutes, that's ok. Don't be the thousandth person who uses traffic as a crutch. Show your respect for someone else's time.
2. Find common ground to break the ice. Do your research before an appointment to learn something about the person or company you're meeting with. You need connections to establish rapport.
3. Mimic your prospect's pace. If they talk quickly and in snippets, you should be short and to the point. If they talk slowly and drawn out, you slow down. It may drive you crazy, but making the other party comfortable is your goal.
4. Analyze your speech for "fillers" that are annoying. Do overuse "ugh" or "um" or the very common one today is "you know." Ask a friend if you do this. You may do it unconsciously but it can be really annoying to a listener.
5. Be responsive. If you say you'll get back to them in 2 days, DO IT, even if it means saying you're still researching the information or you need more time to finish the quote. Or, if you're not interested in the business, say so. People must see that you're trustworthy.



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6. Be mindful of the little things: learn people's names and use them. Spell correctly. Capitalize correctly (ah, what the texters have done to us.) Be accurate. Be complete.
7. Don't whine about your problems to a prospect. Am I supposed to care that getting me a proposal will be delayed because you haven't filed your taxes yet? Do I really need to know that you haven't had a Saturday off in 2 months? Do you think it builds confidence when you say that you can't manage all the work you have?
8. Don't sell yourself by bad-mouthing your competition. This says you don't have enough good to talk about in your company so the only way to get customers is to play down others. It's negative. It doesn't leave you in a good light.



Make sure you're not unconsciously losing clients with your selling techniques. It can't help your reputation!

Sincerely,
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