



Likeability and Sales

I recently attended the 4th Annual Rocky Mountain Corporate Growth Conference and had the privilege of hearing Tim Sanders speak. Tim is the former chief solutions officer for Yahoo and author of 'The Likeability Factor' and 'Love is the Killer App.'

I'll share the top three gems I gleaned from Tim's talk along with my interpretation and application to sales. .

Gem #1: Leaders are learners. The most successful salespeople I know read. Today, it's not enough to know about your product and solution. The salesperson of the future must understand business and how their product fits into their customer's overall business strategy.

Gem #2: Your network is your "networth." The information age is creating a major shift in business with the outsourcing of jobs and intellect. What can't be outsourced are relationships. The key to building a network is starting from a point of generosity. Tim Sanders said it best. "At the end of the week, ask yourself one question. What five people did I help personally and/or professionally?"

Gem #3: People who get what they want out of life are likeable. Sanders identifies four key traits; friendliness, relevance, empathy and being "real." Not too tough to accomplish until you get into sales. The prospect shares a problem and instead of being empathetic the salesperson ignores the problem, asks a few questions and quickly moves to a polished, slick presentation of their solutions. Likeability factor zero. Close ratio zero.

Learn, give and get real. Pretty easy tools for closing more business.

April 2006