

# Selling Yourself and Building Relationships: Means More Sales

There are 101 books out there trying to teach us to be salesmen/women. You can find tips on how to sell, how to close a sale, best sales approaches and so on. These books can be interesting, entertaining and informative. On the other hand, they can be nothing more than 500 pages of useless information or should I say, just a bunch of bull. They tell us that there are tricks to selling, that we should have well rehearsed opening lines, quick and succinct closing lines and a, you can not live with out "xy" product, sales pitch.

I am sure there are some tried and true proven sales strategies out there and I am not discounting the worth of such materials. However, I think that the best sales strategies are the ones that make you customers say: "Wow! That's someone I want to do business with again!" Eliciting such a comment from a customer has nothing to do with your sales pitch or your closing line, rather it's about you.

1. Do you believe in what you are selling? Whether you are selling a product, an idea, a service, a community or an organization you have to believe in it and having a passion for what you are selling is absolutely critical. It is your passion and your enthusiasm that will inspire people to purchase your products, believe in your ideas, use your services or join your organization. If you think jewellery is a waste of money you probably would not be suited to a sales position in a jewellery store. If you have never used a computer and think the "world wide web" is a spider habitat, you should not apply for that job in internet advertising. Remember, when you are passionate about something, selling it comes naturally, no gimmicks, or fancy sales pitches needed.

2. Do you take a genuine interest in your customer? In business it is important to identify you target market. But that is not what I mean when I say you need to get to know your customer. I mean getting to know them as real people, asking them questions and finding out what is going on in their lives. This is important because the customer needs to trust that you know them well enough to help them. You should also be willing to share who you are with your customer. You can not expect the customer to trust the unknown. So, when you disclose information about yourself the customer will develop a sense of who you are as a person and as a professional. Developing trust and taking a genuine interest in your customers and clients is probably one of the most important things you can do to ensure the survival of your business. As small business owners this is one advantage we have over big business. We can and should play an important part in our customer's lives.

3. Are you confident enough to just be yourself? In other words, are you capable of letting your personality shine? Do you like phony people? Can you see through those phony smiles? Of course not and of course you can. As human beings, we would much rather be around genuine people. You do not have to pretend to be something you are not. Be yourself. If you have a personality then let it shine. There are not too many people out there who can resist charming and friendly. Right?

The above ideas are not selling tools. Rather, they are examples of good business practices that should be employed each and everyday. You should concentrate less on learning the dos and don'ts of selling and concentrate more on building relationships. I have listed three ways in which you can begin to build genuine relationships with your customers. Once you have established these relationships, selling will come naturally. You don't need gimmicks, and fancy sales pitches. Just be genuine, and take an interest in your customer and you will definitely hear them say "Wow! That's someone I want to do business with again!"