



What is the Right Attitude for Sales?



The Right Mood

Guidance for salespeople is almost universal in demanding optimism, even if it is to be achieved by a kind of evangelical indoctrination of the self.

From first thing every day tell yourself that you are going to succeed: admit no negative about the product you are selling, or yourself.

Is this right, or just a wrong-headed, self-deception ultimately destined to result in the individual becoming the kind of hectoring salesperson that society has learned to distrust and avoid?

A salesperson that has become dejected because of failure is locked into a negative spiral if the dejection is evident because it will inevitably compromise dealings with new prospects: hence the drive to force oneself into a good mood even if the evidence dictates other behaviour would be more apt.

Conversely, pessimists are often wont to drive themselves into poor moods over imagined problems, which probably don't exist. Such behaviour is pretty much guaranteed to kill any chance of taking orders. An example can be found in military history: the Gallipoli campaign of WW1. British troops became petrified at the sound of big guns booming, having convinced themselves the guns were Turkish and trained on them. The guns were British and the effect on the trench bound troops should have been uplifting. The point here is that in an ideal world the only thing that should cause a negative mood is a negative fact, not a perception.

The answer to the title's question isn't simple because there is no doubt that an inward-looking pessimist is almost certain to fail; and optimists, no matter how deluded, do make more credible salespeople. But the question isn't what attitude will do: it is what is right, i.e., the best attitude.

The following may help anyone who, like the author, must sell but is not accustomed to forcing moods that aren't real.

A Suggested Demeanour

- **If in doubt assume the best.**
- **Be yourself**
- **Embrace rather than reject negative news.** The goal should be to accept what is and become absorbed with overcoming or circumventing whatever problems have presented themselves. It is via the negative that evolution usually takes place because human nature can make us too smug and complacent when nothing is awry.
- **Put Panglossian optimism in the same dustbin as irrational pessimism.**



- **Don't be importunate.** Once on to a lead it can be tempting to hound him/her in such a manner that it eventually drives the lead away. Give a prospect room to breathe and don't rush the process. A good way to do this is to make sure there are plenty of leads to manage – switch to one that has had time without an approach rather than rush one that is promising. Tap the process along rather than going for a big hit.
- **Success in selling is a marathon not a sprint.**
- **When coaxing a lead don't leap straight to your notion of a solution.** A lead needs time to find his/her way. A big leap to what your notion of success is may well be far too far for your lead. Recognise that your perception of a solution may evolve with information and time, and that it is better to find 'tease points' to edge a client along the path to an order. For example, JJT has a proven model of finding clients through targeted sales and marketing using Linked In, and a belief that one size fits all throwing of a fishing net marketing fails in JJT's marketplace and that of Product Designers. Stating this directly is unlikely to win Product Designers over, but a statement that JJT has had great success with targeted marketing using Linked in is more likely to gain their attention and initiate a journey in the right direction.

Create a Strap-line Introduction

Never be forced into a hesitant answer by the question: What do you do? There are several key factors and rules to have in mind when creating this message

- Learn it off by heart
- Quantity isn't quality
- Frame the message in terms of what the recipient wants. Gushing self, or company, praise is certainly not beneficial. Usually, the person literally wants to know what the company does in the quickest time possible. Service that and the introduction is good.
- A one liner is good.
- Trying to cram USPs into this is a mistake. If the service is of interest to the recipient, the conversation will go on: if not, it is better to be talking to someone else.

JonJu Tech's staple introduction: *design and manufacture electronics.*

Create a 30 Second Commercial

When the target understands 'what you do' it is important to have the USPs ready.

- The USPs should be the key elements of the modus operandi of the organisation that service the needs marketing has identified the client has.
- To test the quality of USPs consider whether others would use them. If those chosen are trite, such as on-time-delivery or competitive pricing, it is likely they are as useless as they are common. Everyone uses these and they are rendered meaningless by this fact.

For JJ the USPs are:

- **Fixed development budget**



- **Ownership of the client's goals, not just those of the contract**
- **Clear process that the client can verify at any stage.**

All three of these are real needs the clients have – verified by experience and market research.

Lead Temperature

People do business with other people that they know, trust and like.

It is taken as read that someone who is liked is also trusted.

It is useful to create a temperature scale for leads:

- Those leads who have a need the company satisfies, and who like the representative, are most likely to place orders and are the hottest leads.
- Those leads that are trusted and have a need the company satisfies are reasonably likely to place orders. These are warm leads.
- Those leads that are known only (acquaintance) and have a need the company can satisfies might place orders. These are lukewarm leads.
- Those leads that are not know before the approach, but with whom there is a common human contact, might place orders. These are ambient leads.
- Those leads that are not known directly or indirectly are cold leads.

These are the golden rules:

- **Hottest leads first**
- **Don't forget that hotter leads only come about by cultivating the cooler ones. A lead may change its temperature when worked.**
- **To avoid becoming importunate with the hotter leads, it is useful to delay contacting the hotter ones by spending time on the cooler ones.**

Client/Contract Handling

It is an inescapable fact that people trying to develop a product are of the most fractious sort. A relationship can very quickly go wrong, and if it actually hits a wall, that is it: mutually beneficial exit point becomes the only target worth following. Once trust is lost all is lost.

Everyone knows when a relationship is feeling strained. If it is an important one involving a client, test the following and take steps to rectify the relationship if a test fails.

- **Could there be action or thought involving bad faith?**
- **Do any of the parties have hidden agendas?**
- **Could there be a lack of confidence between parties?**
- **Could there be conflicting objectives?**

Why not take advantage of some free electronics product development consultancy and contact: sales@jonjutech.com.



JonJu Tech Ltd.

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About JonJutech Ltd:

JonJu Tech Ltd. is a leading-edge supplier of electronics product development services. It has completed numerous product developments in all major market sectors over the last decade, taking its clients from the earliest conceptual stages right through to manufacture in volume, with revenue. As well as providing this fundamental service, JJ is a formidable problem solver – not all requirements are for the full journey; some just need re-railing.