

Are They Buying a Product, a Service, or Something Else?

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Today's customer who walks into your model home is looking for more than a home. They are looking for more than square feet, amenities, neighborhoods or the perfect home-site. They are looking for an advisor they trust. They are potentially putting their future and the future of their family in your hands. They want to believe that you have their best interests at heart. They are buying YOU!



You can increase your effectiveness (SALES) by trying to understand both what your customers *want* and what your customers *need*. You may be the one to help them understand that they may not be able to have “everything”, but what you are able to offer them is pretty darn good...you may be able to help them make the perfect match!

Sometimes you have to uncover someone's pain to discover what could be their ultimate pleasure. People are more afraid of making a mistake than they are of buying! Understand and differentiate for them their wants and needs and you can help reduce their fears. Be knowledgeable and confident in the products and services you are selling and you will help the customer make their connection. The customer is buying an advisor they trust...you are part of the package. If you are not conveying knowledge and confidence, you are going to have a hard time in today's market.

Here are some tips that will help you sell your products, services and yourself in any sales climate.

- 1) Look to the future. Initiate discussions with your customers that focus on how they see themselves in the future, and help them focus on their future needs. Sometimes we think too much about the present when the future is just as, if not more important.
- 2) Strengthen your relationships with customers who aren't buying (buyers can be liars☺). Don't be thrown off by making an “A” buyer a “C” buyer by what they say. Don't just show up in the follow-up process with the “Good Ones.” Keep in mind that the best one may get away if you ignore them. Don't send the signal that you only want to see them when they are spending money!
- 3) Focus on your long-term vision versus short-term; Take the time to review your goals weekly/monthly so you are thinking long-term. Put your efforts into how you will get where you want to go rather than justifying why you are where you are today.
- 4) Take responsibility for your actions. Admit your mistakes and learn from them; it relieves a lot of unnecessary negative energy and sets everyone free to move on. But...Pat yourself on the back and celebrate your successes. Learn from them also and catalogue what worked!
- 5) Check your Personal Customer Service Standard. Are you proud of it? If so, keep it up! If it needs a little TLC, hop to it. (Hint: there is always room for change or improvement!)
- 6) Pan for Gold! Don't forget the goldmine in your backyard! Get great tips from your customers to help you in this mission to sell yourself, not just your products and services. No one is in a better position to help you



identify your value then your best customers. They may have even found ways to help you add value to what you offer. Start with an analysis; pick your top seven customers and ask them why they bought? What are their long term benefits and payoffs they are now enjoying? Don't be satisfied with “feel good” statements. Ask them to define the contribution that you and your company made to their life. Look for values that make you stand out and put you in a

“Special Category”.

You may just find out after all this reflecting, you have a lot more to offer than you believed! These very value-added qualities may appeal to your customers who are looking beyond traditional solutions.

The answer to the question is: they are buying a product or service, but they are also buying YOU!