

Your Most Important Client May Be Yourself

Many of us read books and an periodicals listen to tapes, talk with business people on a regular basis on how to grow and develop our businesses. We are always looking for the right combination or method on how to make more and bigger sales.

My premise for the article is to communicate that the biggest sale that we can make is in our own minds. We need to completely believe in our ability to deliver and exceed customer expectations. We need to understand that the biggest sale we can make is to completely believe in our products and services. You may be saying that this is too simple. You are right it is too simple. It is so simple that we cannot overlook this basic principle.

We have to believe in our product so much that people will naturally want to do business with us. The problem is that I see many salespeople, some owners, and almost all company employees who do not completely believe in their product or service. Of course, when the salesperson, owner, and some owners have doubts, don't you think our customers have doubts?

What can we do to overcome this simple but very important understanding that we have what it takes to deliver a great service to our clients? If we do not have an answer, then we are defeated when someone raises an objection to our service delivery or product that we sell.

Many people overlook the fact that the number one reason people do not make the sale is that they do not ask for it. I was recently criticized by another coach because I asked for the business from a potential client. My peer accused me of being too pushy. The only thing that I did was to let the client know that I wanted to work with them and gave them good reasons to do so.

It is imperative that we ask for the business. I have clients that do not want to be accused of being pushy or, worse yet, being accused of being a salesperson. What is wrong with asking for the business and letting the client know that you want to work with them and communicating the value that you bring to their business?

Recently, I interviewed a prospective job candidate for one of my clients. I am amazed that less than 10 percent of job candidates ever let their prospective employer that they want to come to work for them. What is the difference between a job candidate asking for a job and a salesperson or owner asking the business?

If you were interviewing someone for a position, wouldn't it be great to hear that this person wants to come to work for you? The same could be said about prospective clients who wants to know that their business is important to you.

Is my premise correct that people do not want to risk being rejected because they do not believe in themselves enough, nor do they believe in their product or service enough, to face that potential rejection? If they believe that their product or service will exceed their client's expectations, why not ask for the sale? If the client buys from them or not it is unfortunate but you have at least offered them the benefits of your service. There are prospective customers every where you turn, if you just train yourself to look for them.

I worked with a salesperson recently who stated that he would have more confidence if he had successes. I told him that if he believed he would have successes, than he would be successful. He did not believe in himself enough to completely embrace the biggest sale he needed to make and that is to himself. As Henry Ford once said, "Whether you think you can or think you can't – you're right!" Is negative thinking holding you or your company back from being more successful?

**Michael Ehrler is the owner of The Growth Coach in the Dayton and Cincinnati areas, a small business coaching firm dedicated to helping entrepreneurs get more out of their businesses and personal lives. Michael can be reached at 937-287-2922 or M.Ehrler@TheGrowthCoach.com
www.thegrowthcoach-mehrler.com**