

THE DUNCAN GROUP

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What Customers Hope You Know

Lesson Thesis: Making sales becomes much easier when you know what customers expect from you.

Seven Things Customers Hope You Know

1. _____... tells them you can be _____ now *and* later.

Building trust begins well before the product comes into play. Are you willing to listen before speaking? Are you willing to set aside your needs in order to meet theirs? These are the first factors that determine your reliability.

--Todd Duncan

The Simple Key to being Reliable:

Say what you do; do what you say

2. _____... tells them you are not _____ or putting on an _____ to make the sale.

Mistake #1: Posing

Trying to sell before training to sell

The **Six** Signs of Improvisational Selling:

- _____ – fake it till you make it.
- _____ – being in the right place at the right time.
- _____ – belief creates confidence.
- _____ – the Wizard of Oz was the let down.
- _____ – low conversion leads to more hours.
- _____ – reputation begins on day one.

3. _____... tells them you can _____ to their needs and _____ their desires. You can't move people to action unless you first move them with emotion. The heart always comes before the head.

Sometimes it proves the highest understanding not to understand.

--Baltasar Gracian

You never really understand a person until you consider things from his point of view—until you climb into his skin and walk around in it.

--Harper Lee in "To Kill a Mockingbird"

Application:

- What have you experienced that the customers in your marketplace experience as well? This is where your _____ begins.

The Law of Connection:

Leaders touch a heart before they ask for a hand

- What have you not experienced that you genuinely seek to understand? This is where your _____ begins.

The **Three** Levels of Empathy:

- **Level One** is when a customer first comes on board. This is the honeymoon phase, the romance period. From the customer's perspective the relationship is fresh and exciting. It seems full of promise. The customer feels taken care of, and no flaws or problems have had a chance to pop up.
- **Level Two** is when the honeymoon effect has ended, the customer is still satisfied but the excitement has faded to routine. **THIS IS THE CRITICAL PHASE.**
- **Level Three** is the growth level. The "Empathy Culture" has produced confidence that is permanent. The "symphony" is in full swing.

Action: Read *The Empathy Effect* – Build your business and your wealth by putting yourself in other people’s shoes by Tom Ward.

4. _____... tells them you are _____ to refer their friends and to _____ again.

People associate you with the actions you repeat, not with the promises you make— no matter how good they sound. In what areas are you consistent? Or are you just consistently inconsistent?

--Todd Duncan

The Do’s and Don’t of Referrals

In the business of Selling, no greater opportunity exists for sales people than in the area of referrals. However, because most sales people lack process, the referrals they get are generally by accident, rather than by design.

The Top **Five** Don’ts of Asking For Referrals

- The number one rule is to never ask for a referral from a customer for whom you have not yet created enough value. It will annoy them and destroy opportunity for you. If you haven’t earned the right, don’t ask.
- Don’t ask for referrals without determining the kind of referral you want. For example, if you are a Real Estate Agent, you don’t want to necessarily be referred to someone who will not be buying a home for 10 years. If you sell luxury cars, you don’t want to be referred to someone who cannot afford one.
- Don’t ask clients that you consider high maintenance for referrals as you will end up getting more of what you don’t want – more high maintenance customers.

- Don't make getting referrals your focus – the focus must be on serving the client. Referrals are always a by-product of that effort.
- Don't ever think you are entitled to referrals – they are earned in every customer touch.

The Top **Five** Do's of Asking for Referrals

- Provide World Class Service – happy customers will find you more. You don't necessarily have to ask them. Like people who go to a great restaurant or experience a good movie, they will naturally tell others. Create a *Client for Life* culture – the longer they are with you, the more referrals you will get.
- Develop a *Referral by Design* system that adds value to current clients in a consistent and meaningful way, over time, and they will automatically refer more people to you. In addition to adding value to them regularly, you would want to develop a standard phrase for referral branding. It might sound something like this, ***“The greatest compliment I can ever receive is a personal referral.”***
- Survey your customers regularly, and when you are done, ask for referrals. When customers tell you they are happy, this is *Prime Time* for referrals. We recently referred several friends to a great restaurant because the server did ask, after he surveyed us.
- Look for referral opportunities in every selling situation. When someone pays you a compliment, or offers positive comment about your product or service, see that as a chance to ask, ***“Who do you know that you feel might enjoy the”***
- Reward your customers who refer you clients. Saying thank you in meaningful and heartfelt ways is the fastest way to more referrals. Gift certificates, movie tickets, etc are inexpensive and yet meaningful ways to say thanks.

5. _____... tells them you take your job _____.

Your words and your appearance are inevitable parts of your presentation. If people are uncomfortable with either, selling becomes a task of convincing rather than conversing.

--Todd Duncan

When entering a selling situation, make sure you check...

- ✓ How you _____ – this creates _____ and _____ confidence.
- ✓ What you _____ – this showcases your _____.
- ✓ _____ you say it – this demonstrates your level of _____ and _____.

6. _____... tells them you are more interested in meeting their needs than taking their money.

The **Four** ways to show respect:

- Ask _____ each step of the way.
- Always protect their _____.
- _____ patiently.
- Put your _____ on the backburner.

7. _____... tells them you are _____.

Clever customers know when you're covering a mistake to avoid looking bad. The best thing you can do is admit a mistake immediately and seek their help to rectify it. Customers are most gracious to honest salespeople who can admit when they are human.

How to go from the bottom to the top – be human!

Mistake #2: Stagnating

Losing your sales edge by neglecting your growth curve

Application:

- According to Crestwood Associates, nearly two-thirds of sales customers continue to look for and purchase products from other vendors despite receiving the level of value and service they expected from their current vendor.

The choices your customers have are expanding.

Keep your eye on how...

- Your products change
- Your clients change
- Your client's values change
- Your client's needs change
- Your markets change
- You change

And...

- Study your product like a consumer
- Survey your clients regularly
- Play the market

- Survey yourself annually

And always remember, your customer is your greatest asset.
Without them, there is no need for you.

Answers: Reliability; Trusted; Authenticity; Posing; Act; False Confidence; Accidental Success;
Selling Reluctance; Underperforming Clients; Overworking; Job Turnover; Empathy; Relate;
Understand; Connection; Dialogue; Consistency; Safe; Use; Professionalism; Seriously; Look;
Psychological; Professional; Say; Expertise; How; Humility; Empathy; Respect; Permission;
Time; Listen; Agenda; Character; Human