

Lose the Glazy Eyed Look

Tune customers in and not out with a flashing 'so what' sign.

Ask your sellers if they've ever seen the glazy eyed look on a customer's face. They'll laugh because they probably see it often. Customers give that look when the seller talks on and on or when the sales conversation is all about the seller and little to nothing about them. The customer is being left out, feeling unimportant and is now questioning the use of their time.

It's also common for the glazy eyed look to appear as sellers present their products and services. Sellers excitedly present product features and services without emphasizing the end use results and benefits the customer/prospect will gain once they buy. Benefits are often omitted because the benefits appear so obvious to the seller, who knows the product or service inside and out. The Benefits aren't as obvious to the buyer and that causes sellers to talk at them and receive 'the look' in return.

Sales Huddle Energizer

To lose the look, ask your sellers to imagine a flashing "so what" sign on the forehead of everyone they communicate with today.

The sign stops flashing only when they state a benefit to the customer. The goal is to break the habit of more features than benefits.

A simple way to break the feature only habit is to: state the customer benefit first, then explain how to use the related feature.

This captures the buyers attention and engages them emotionally - which in turn advances more sales.