

## Will They “Say Tell Me More?”

Be the person everyone wants to talk to, refer and buy from by the way you introduce yourself.

Whether sellers attend a variety of networking functions or have a great social life filled with cocktail parties people will always ask, “What do you do?” If your sellers are answering, “I sell insurance, I’m in banking, I sell real estate, I sell crop ingredients, I sell advertising,” they’re getting some nods of the heads and not much more. This isn’t very useful especially if they’re at the networking functions with the intent for new business development. Even at parties, no one ever knows who’s connected to whom that may need the services your sellers offer. It’s time to take advantage of every opportunity when asked, “What do you do?” to hear a resounding, “Wow, how do you do that?” Or “Wow, tell me more.”

### Sales Huddle Energizer

Bring the team together and strategize on:

- First, the value they personally bring to the buyer.
- Second, the end results the buyer receives from your product and/or services.
- Third, share the following examples:
  - Real estate: Help people find their dream home with less hassle and get more than they anticipated for their money.
  - Advertising: Consult with time challenged business owners on how to bring qualified buyers to their business on a consistent basis in order for them to meet their quarterly targets.
  - Insurance: Protect people’s family, money and possessions while making them money and helping them sleep soundly each and every night.
- Fourth, write their value statement to answer “What do you do?”
- Last, in pairs or large group, hear each seller’s response.