



*Happy Holidays! **Risezine** Vol. 2 Number 3*

Welcome to **RISEZINE** my electronic magazine (ezine) that can help you solve problems in your business and your life. It is my desire to share with you my life experiences and those I gained from the twenty (20) years I spent as a Judge of the Denver, Colorado County Court participating in the transformation of lives. I'm convinced that the lessons I learned from those experiences will heighten your knowledge, sensitivity and outlook on the issues you face in your business and your life. I am honored to share your precious time with you.

The Laws of Persuasion, Part 2.

In the last installment of the Laws of Persuasion, I discussed how to begin the sales process by choosing and delivering the best of all possible closing statement to the prospect. A trial lawyer would not waive the closing argument during a jury trial. Would a sales person not ask for the contract in his close? NO! To persuade a prospect to buy, you must ask for the sale. You prepare that closing statement by beginning with the end in mind. We now demonstrate how to build a relationship with the jury through the Law of Persuasion.

The trial lawyer has to create relationships from involuntary participants. Remember, the jury is made up of involuntary 'invitees' who were summoned to jury service where failing to appear is punishable under penalty of law. When I was a trial lawyer I had to make the jury respect and appreciate the process; and make them feel that they had a vested interest in the outcome I desired. I had to form a relationship with people who had no interest in being in the courtroom and less interest in serving on my case. How about that for cold-calling? You want to talk about overcoming objections? Salespeople, how do you make the personal

connection in your early contacts with the prospect? Talk about them! Pick up on their concerns, interests and address them. Be confident and sincere. If you appear nervous or unsure, they will think you are incompetent or untrustworthy. Look them in the eye while you are talking to them, and talk convincingly about your offering. Smile. Rehearse what you are going to say. This is especially important with telephone calls.

You establish relationships with your clients when you listen. That's where you get the gems that will tell you the prospects hot buttons. Listening is the linchpin of the jury selection process. The jury selection process is called *voir dire*; it comes from the French and it means "you speak". It commands you to get the jury to talk about themselves while you listen to the juror's responses to determine if they have the disposition to find in your favor. As a lawyer, I had to break through the juror's mental barrier of discontent from being selected to hear my case, while persuading them that they were on a noble journey and that I was the guide. They didn't know anything about me and I had to learn enough about them to decide if they would connect with me and believe in my cause. Doesn't that sound like a cold-call? Consider the statistics about cold-calling (**or telephone prospecting**) in business. The Austin Business Journal reported, "60% of sales leads will close when accompanied by a referral name. 90% of sales leads close when appointments are set by the referring person. 1% of cold calls close." That says successful business is founded in the referrals. Unfortunately, businesspeople aren't always referred. When you must make a cold call, you must persuade the person to stay on the line with you, even though they didn't request the conversation. Cold-calling can be a sales tactic that works...if you do it right. It may be the only device you have to qualify prospects. Here is my outline for warming that cold-call:

1. Complete all the necessary legwork before you make the call. Know everything you can about the prospect.
2. Craft an email outlining your offering, but DON'T SEND it.
3. Make the telephone call; briefly outline your offering.
4. Send the email immediately after the telephone call.
5. Get them to the site; get them to see the product; get them to taste your

offering.

The tools I used to warm jurors at trial can warm prospects that you call. The jury is qualified; your prospect is qualified. It's the Law of Persuasion.

In our next installment, we will go to the next stage of trial, the opening statement, and demonstrate how making a persuasive opening (pitch) can advance your sales goals. Stay tuned.

Can your organization use a healthy infusion of inspiration, motivation, stimulation or training in Leadership, Communication, Sales Training or Service Excellence? I can provide a keynote, workshop or seminar tailored to meet your specific needs and help your team ***RISE***. Contact me at the address below or through my website www.Pleaserise.com.

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