



RiseZine
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Welcome to *Risezine* Vol. 3 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 3.

In the last installment of the Laws of Persuasion, I discussed how to maximize the sales process by choosing the best possible prospect for the product or service you are offering as the trial lawyer picks the best possible juror for the type of case he or she is presenting. The trial lawyer never makes an opening statement without a purpose geared to this prospect. Would a sales person pitch a product or service not geared to this prospect's needs? NO! To persuade a prospect to buy, you must immediately interest the prospect in your offering, and in your credibility. You prepare the prospect with your opening statement, your pitch.

I had to give a convincing opening statement in the case that engages the jury and gives them a plausible reason to find in my client's favor. "Ladies and gentlemen of the jury, I want to tell you a story of how a husband used his family connections in the police department to deflect attention from his attempt to have his wife murdered, to the filing of a charge of extortion against my client." That's where the trial lawyer begins to sell his desired outcome to the jury. I wanted that jury to look to me for answers to any questions they had during the trial. When the salesperson gets the first call or makes the first contact, she has to sell the prospect on her competence and the prospects needs; e.g., finding the right property for the right price. Be

easy to like...Smile. The likeability factor is important. Be punctual to any meeting. Speak clearly, project your voice. Be aware of your surroundings and environment. What is the prospect wearing: compliment the person on an unusual piece of jewelry? So your first contact with the prospect should have you thinking about the best possible result you would get for them and work backwards to develop your dynamite opening with the prospect. Are you getting the results you want in your interactions with prospects? Consider approaching them with the strategy of back to front.

At the next stage of a trial, the witnesses present their testimony. As a trial attorney, I wanted facts presented in the best possible way that supported my defense. Julia Cameron, author of "The Artist's Way, A spiritual way to higher creativity" said, "Pay attention. Attention is our act of connection." By paying attention a lawyer can find persuasive facts supportive of your theory that will connect with the jury. As a salesperson, you pay attention because you want to highlight those facts you discover because you will use them when you are closing the deal. In our previous law example we learned by the inquiry, "Detective Titus, is the alleged victim of this extortion your cousin? When did you find out about the alleged extortion? Was that before he called police headquarters for a formal complaint? And you stayed on the case without it being re-assigned to another detective?" You don't get those gems without asking open-ended questions and paying attention. What's the first question the prospect has during your first conversation with them? "What is the price; how much will it cost? You think, what else can they be thinking about or looking for; what are they really seeking? They want to know that they are not making a mistake! They want to be able to trust you. You need to find their hot buttons to make them want to connect with you. You would have to inquire about all the assets, resources, income and businesses of the client, before you could determine the most appropriate product or service for that client. The salesperson must also know the prospect's objective in order to know which products or services to show him or her.

When I studied sociology in graduate school, I developed an affinity for behavioral issues. A fundamental principle of sociology is that an aggregate of people combined or confined in the same place is not a group until there is glue that bonds them together. Be the glue that bonds you with your prospect. Building trust in sales requires communication and mutual assistance, a relationship. We can develop relationships that help us address how to best serve and market ourselves to our prospects though the laws of

persuasion. Apply the laws of persuasion and see your relationships develop into successful sales by following the strategy “back to front” as outlined in the three articles.

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.