

Selling Through Conviction

There are piles of books on the shelves promoting methods of selling, each one sharing special insights and systems designed to improve selling skills either through the use of data or the abuse of personality. Most of these systems have morsels of benefit as they spend a great deal of time focusing on sales fundamentals that have remained the same since commerce began. One of the sales “hints” that seems to get less attention than it should, but is nonetheless a core selling competency, is conviction. Simply stated, believe yourself and others will believe you too.

We see it all the time in mass marketing and yet for some reason we do not always embrace it when we try direct sales. Most of our advertisements appeal to our emotions, either trying to promote a product through fantasy (sex), dreams (wealth), or the simple life. Rarely do we see an advertisement that sells itself without the use of some emotional component.

Taken into the world of sales, the art of human persuasion is determined by our ability to communicate with, and create an instant rapport with, our prospect. The single most critical tool we have in this effort is our conviction. While Tudog always promoted the concept of value-based or benefit-based marketing, it is also true that your belief in and enthusiasm for the benefits is a crucial factor at the point of sale.

What sells is your conviction, your enthusiasm and your belief in what you are doing. Your vision of your product and the benefits it provides, alongside your genuine belief in your product and how it can help your prospect (translated as your genuine interest in your prospect), communicate a sincerity and meaningfulness that most prospects will embrace.

Conviction therefore can be broken down into some important elements. They are:

1. Your Emotions – how you truly feel about being a sales person and being given the opportunity to sell the specific products you are selling.
2. Your Enthusiasm – the joy you get from the job you are doing.
3. Your Interest in Your Products – the actual appreciation of the products you communicate.
4. Your Knowledge of Your Products – the ability to demonstrate your passion for the products through how much you know about them.
5. Your Faith – your true belief that your products are the best available and the most appropriate for your prospect and his or her needs.
6. Your Promise – the truthfulness conveyed in your promise of benefit and your pledge of support.

These 6 elements allow your prospects to believe not only in what you are selling, but also in you, providing them with a comfort factor that most will find extremely difficult to resist.

As sales people we are often accused of being devoid of conviction. The profit motive apparent in all we do leads prospects to conclude that we are merely after the sale and are likely to say whatever is necessary in order to conclude the sale. Sadly, in many cases this is all too true. The art of the sale has undoubtedly been contaminated by the

overly anxious, less than honest, and mercenary sales folks that are after the mighty dollar and not all that all that adept at hiding their true intentions.

Ironically, this offers conviction selling a unique opportunity as prospects are ever so more grateful for a well meaning, properly prepared sales pitch delivered by a sales person that truly loves his product and is selling not only for the money, but because he genuinely wants to share its magic with the world.

Now that's conviction.