



## The Builder of **SALES CHAMPIONS!**

### September 2008 Newsletter **Arouse Emotions, Don't Sell Logic** By Tom Hopkins

What is the emotional process that leads to a purchase? It begins with a new development in the buyers' self-image. That is, the buyers see themselves in a new way — as the owner of your product or service and all the status it affords them.

If the projected purchase is small in relation to the buyer's income, the self-image change need only be small. But if the purchase is a large one, the change in self-image that makes the purchase possible will be large. Such a change can come about very quickly. It can take place within a few minutes, or even within a few seconds.

Champion salespeople are adept at spotting these changes in self-image as they occur during sales presentations. They are quick to reinforce the buyers' realization that they can have, enjoy, deserve, need, and are worthy of the marvelous new goodie they like. Do that, and they won't just like your product; they'll want it, need it, and realize they can't get along without it — then they'll buy it.

First, be genuinely interested in doing your best for them. Once they see that you're on their side, they'll begin to like you and trust you. Then, they will tell you what they're seeking to accomplish. Make an intense effort to see the world through your client's eyes.

Second, use your expertise to guide your clients to the best solution your inventory provides them.

Third, wait for positive stimulus. If they've found something that helps them achieve whatever effect they want, reinforce their image about that purchase.

The key is to be disciplined to wait for positive input. Unless you do that, you'll find yourself puffing something they don't like, and before you know it, you're caught in a web of obvious insincerity.

The mere fact that you're a salesperson will arouse their negative emotions and they'll have a tendency to fight you. Your future clients are either emotionally *for* you or *against* you — and you can divide your chances of selling them by a hundred if they're against you.

To get a thorough education on the emotions that sell, sit down with your children and study the TV commercials they watch. You'll see advertising that goes straight for the emotions.

You see, logic in sales, is a gun without a trigger. You can twirl it all you want, but you can't fire it.

Emotion has a trigger. You can hit the target with it. Every time you generate a positive emotion, you're pulling the trigger on another accurate shot at closing the sale.



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No skill that you can acquire in sales will enhance your earning power more than learning how to arouse emotions in your buyers in ways that are positive to the sale. The exact words that you use will depend on your offering, your personality, your buyers, and market conditions.

Positive emotions trigger sales; negative emotions destroy sales. As you work at developing the skills to evoke emotions in your clients, always keep that concept in mind. You can destroy sales as rapidly as you can create them through the clumsy use of, or the lack of control over, the emotional setting. Also remember that your actions, manners, words (how you say them), your grooming, and your clothes are all things that trigger emotions in your future clients — whether you want them to or not.

People will react emotionally to you. It is important not to have them react with fear, anger, or disgust. To see some salespeople approach clients as though they had just fallen off the garbage truck, you'd swear that they don't realize that future clients have feelings, too. Clients suffer the effects of fear when a salesperson comes on too strong; clients get angry when a salesperson patronizes them; clients feel disgust when a salesperson is non-professional. Play the odds. Always be professional when meeting new people. Do that and you'll close more sales.

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### **TIMELY TIP**

Guest Tipster - Charlie Cook  
**How to Increase Sales by 25% to 300%**  
by Charlie Cook

Have you ever wished more people knew about your products and services and that more people were buying from you?

If your potential buyers have never heard of you - you won't sell much. Anyone in sales knows this. You know that the first step is to get attention, to get the phone ringing and then you can get orders pouring in.

What's the fastest way to do this, to make more sales and profits?

The accepted logic is that to increase sales you need to spend more on marketing and advertising. For the most part this is WRONG!

It's true if you spend more on advertising you'll increase your exposure but if your existing ads aren't converting into sales, you're just throwing money out the window.

Wouldn't you like to spend less and make more instead?

Let me ask you a quick question.

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When you run an ad, send out a mailing or try to drum up business with your web site, what words are you using? Are they about you or your products?

If they're focused on you or your products you're making a fatal mistake that's killing your sales. That's why your conversion rates are so low.

Think about it. What do your potential clients care more about, your company name, product name or how it's going to help them?

When your potential clients have money to spend, they're not thinking about you, they're thinking about themselves.

What's the simple solution?

Use the first few words your prospect's see at the top of your marketing materials to tell them how you can help them.

Sounds too simple to work?

This simple change has helped my clients increase leads and sales by a minimum of twenty-five percent and in some cases by thousands of percent, just by changing a few words. Of course with the right words, they captured their prospects' interests and their business. You can do the same!

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The author, Charlie Cook, helps business owners and marketing and sales professionals attract more clients and be more successful. Receive his Free Marketing and Sales Ideas eBook, '*7 Steps to Get More Clients and Grow Your Business*,' full of practical strategies you can use to make more this week.

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### **CLOSE OF THE MONTH**

#### **The My Dear Old Mother Close**

There will be times when you are ready to ask for the 'autograph on the paperwork' and the client just sits there thinking — in total silence. If you've done your job well to this point, do not let the silence undermine your confidence. Your mission is to keep quiet and not fidget. I know from personal experience how difficult this can be. It requires great self-discipline to not break the silence. Remember, the sale is on the line, and the first one to speak usually owns the product.

If you simply cannot bear the silence, and are totally confident that what you are offering is a good decision for your client, wait at least a full minute (counting one one-thousand, etc.

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in your head if you must). Then say, *"Jim, my dear old mother once told me that silence means consent. Was she right?"* At times, all the client needs is that little extra nudge to put pen to paper. Or, if they're really struggling with the decision, this should help get them talking about their hesitation so you have something to work with.

Now, I would never want you to lie, so please go to your mother or a friend's mother and ask her to tell you that phrase!

Master this and many other proven-effective closes by reading, *Sales Closing for Dummies*.