

Newsletter from Boyd Butler at www.greatlegalmarketing.co.uk

Do People Like You Enough To Buy?

I love Monday. And Tuesday. And Wednesday. I always think how much more I'll know by the end of the week. And all the new things I might like that I can try out.

Ah...that word "like". It's often so underrated. But it's very important. Do you know why?...

Read on...

Lawyers are not generally taught how to sell.

And most sales people don't continually develop their selling skills.

But unless something gets bought nothing happens in this world. So selling, or "getting someone into a buying mood" is the most important thing anyone can do in business. It makes the world go round.

Which is why I thought a few tips on selling would be good today.

Let me ask you...

What do you want someone to think to get them into a buying mood?

Is it Trust? Is it Price? Is it Convenience?

These may be important. But they ain't number one on the list.

No 1 is "People must like you in order to buy from you."

People have to like you. Because people buy things from people they like. And if you don't have a likeable personality you are never going to be really successful selling what you have. So get likeable.

And if you don't believe me, consider this;

When you asked your significant other half out on a first date what was the most important thing?

Whether they liked you?

Or whether they trusted you?

Here are the general reasons people buy.

I like the seller
I understand what I am buying
I perceive a difference with this company
I believe the seller
I have confidence in him
I trust him
I feel comfortable
The price seems fair
I perceive this product will increase my productivity/
profitability/solve my problem

I believe this sales person wants to help build my
business or me so he can build his.

Do what you can to demonstrate to your clients that you understand
these reasons and you'll be way ahead of the game.

And if you think SALES is a dirty word think of it this way.

If you are good at your job, not offering your services is depriving
people of something they need. So sell them as often as you can.

If you have any burning sales or marketing questions send them to me
and maybe I can help ;-)

Boyd Butler
0844 502 1631

PS please feel free to forward to a colleague or other law firm.
Lawyers can sign up at www.greatlegalmarketing.co.uk

To unsubscribe just let me know...(but tell me why please, it's a
learning process for me too.)