

LESSONS LEARNED | BY GERSON ROSENBLOOM

The Best Salespeople

They say successful people usually don't invent anything new to be as great as they are. Instead, they're observers of behavior, and they model the very best. So, if you're in the business of selling and you want to be the very best salesperson that ever existed, you're well-served to do what other great salespeople do and make their habits your own in your own distinctive way.



Who is the very best salesperson you know? Is it the person who sold you your last car and made the experience more fun than a day in the park? How's about that killer real estate agent, the one who doesn't forget a single tiny detail? Did you encounter the very best the last time you went to buy a suit and go home with three? Or did the appliance salesperson who outfitted your last kitchen improvement make you believe you couldn't live without extended warranties?

If we put our minds to it (and I suggest you and your staff do just that regularly), we can think of lots of examples of great sales techniques and probably even more instances of learning from others' mistakes.

But there's one group of salespeople who win out over all others. Their close ratio shatters the national average. Their uncanny ability to get the win defies all logic. And they have the bizarre ability to beat us into submission — yet we still love them when it's all said and done. So who are these selling superstars?

Our children.

Who can't think of a time when your child, grandkid, niece, nephew or wide-eyed neighborhood whippersnapper wrapped you around his or her pinky finger? It seems to be an instinctive knack that makes kids the best salespeople ever and outstrips our preconceived notions of how often a sale can be made.

STAY IN THE MOMENT

When I was a neophyte, I worked under the misconception that some people can't be sold — or made to want to buy or led to a win and so on. But I learned my lesson by watching my own kids and other people's kids. Everyone can be brought to the sale.

The problem isn't the customers. It's our own will to win.

In our more complicated adult lives, there are more distractions to defocus our sales activities. When a potential buyer vacillates and fails to commit, our minds, already cluttered with the next thing we have to do, often default to letting the sale die — or, at best, be postponed.

Let's compare that to the child trying to convince his parent that he wants to stay up an extra hour. At that moment, this young person's mind is 100-percent focused on getting his way. Kids just don't give up easily. They have a seemingly endless repertoire of reasons why this is the right choice for you. And when we refuse and it seems the sale is a dead end, our children shift into negotiating mode. Unwilling to accept "no" for an answer, they keep working us until they find the tipping point where we eventually acquiesce. Face it: Kids have selling mojo.

What can we learn from them? Never give up. Make the sale more important than anything else in the world at that moment. And failing a deal on your terms, find the best possible compromise. But don't give up, and don't assume anything except your ability to close the deal. **MI**

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