

Emotions:

THE TRUE POWER OF SELLING

By John A. Palumbo

I read somewhere about a blind man standing on a New York street, with his cup extended. Around his neck was a cord holding a sign. This particular blind man seemed to attract more attention than most. Instead of simply ignoring the man, as is generally the case on a crowded New York street, passerby's would slow their hectic pace to read the sign and then drop something into his cup. For the sign

did not say merely, "I am blind," it read, "It is spring. And I am blind."

Emotional Ties

I have thought about that story and the sign many times as I have prepared for a speech or private coaching session with sales professionals. I've had to stop for a moment and re-examine my own presentation thoroughly, as I looked at, what appeared to be, rational

approaches to persuading prospects. However, I've come to the conclusion that most sales presentations fail to connect with the prospect on an emotional level. I suppose what I'm trying to tell you here is that they didn't have the "it is spring" component as part of their presentation.

The Theater of the Mind

As much as I respect professional sales people, I know that when performing in the theater of the mind (or making a presentation) the sale ultimately is made by the potential prospect rather than by the sales consultant. Our job as we enter the theater of the mind is to lay before the potential prospect, in an orderly and cumulative way, the reasons to purchase your product. If those reasons do not include some that are personal, some that reveal an understanding of the prospect and their human side, or some that establish an emotional appeal in addition to the logical allure of the purchasing decision, then the sales professional is not working with a full set of tools.

Your Core Story

We are, each of us, a sublime mixture of the rational (logical) and the emotional. Once our performance begins in the theater, we must learn how to use *both* methods of reasoning to our advantage in order to build rapport and a bond of trust. Freud acknowledged this, seeing our lives as a kind of battle between ego and id.


Modern psychological thinking points out the very different functions of the left and right hemispheres of the brain, concluding that few of our responses are based solely on either the structured, logical process of the left brain or the more intuitive, artistic, and emotional contributions of the right brain. Most of us rely on both. The same is true of a successful performance in the theater, which results in a sale. Take for instance the award winning movie, *Forrest Gump*. While the plot of the story follows a very logical sequence of events, it is the emotional impact that draws the audience into the story. In our world, as professionals, we are constantly selling in the theater of the mind. Therefore, we are rewarded for how well we draw the prospect into *our* core story.

Forget Logic?

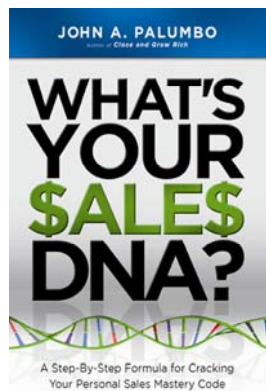
For example, you can say to a prospect who owns his own small business, "This machine is going to save you a lot of time." However, in my mind, it would be much more effective to say, "Don't you wish you could spend more time at home with the kids? Here's a way to carve out that time." Or, "If you're like me, you're devoting more time to work that you ever dreamed you would. You know what my doctor told me? He said he had never heard anyone on his deathbed say, 'Gee, I wish I'd spent more time at the office.'"

The whole idea is to set the imagination free so the prospect can see, in their own mind's eye, the true benefits of your community. Logic will only get you so far. In the theater, the imagination could well be called the best supporting role because when imagination and logic are in conflict with each other, imagination will invariably take over. This is one of the greatest laws controlling the human mind.

Closing the Sale

Still not convinced? Imagine two young men standing at the side of a highway, backpacks resting on the ground, hoping to hitch a ride. One holds a sign that says "Akron or bust." The other's sign reads, "To Mom's for Christmas." Who do you think is more likely to make the sale? 

Continue to learn from the sales master, **John A. Palumbo**, in his recently published book that is certain to help you improve your sales!



Author: John A. Palumbo
Publisher: The Sterling Learning Group
Date of Publication: 2007
ISBN: 978-1-934381-00-7
Number of Pages: 205 pages

Order today at
www.MySalesDNA.com



John Palumbo is CEO of The Sales DNA Institute, an idea studio and research laboratory for sales and marketing management. He has presented hundreds of speeches and seminars internationally on the science of sales and influence. He has been instrumental in restructuring the Sales DNA or thousands of individuals from small, family-run companies to large-scale developers such as Trump Grande International. Visit SellingOnStage.com or e-mail PalumboJ@aol.com for more information.