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STEP UP SERIES

Strategies, Tactics, Evaluations,
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Weekly Business
Newsletter

By Shanker Viswanath



Sales Scripts - Working For or Against You

Although sales scripts may contain tried and proven tactics for converting prospects into customers, a surefire way to drive a wedge between you and your prospective clients is to sound like you're reading a script or memorized lines

Sales scripts are a double edged sword. On one hand, **they can help you present your selling points** and sales rebuttals in an organized, strategic way.

Used incorrectly, however, they can **undermine your sales effectiveness** and actually cause you to lose sales.

Bridging the gap between salesperson and sales prospect often **requires** a conversational, informal delivery that won't come across if you're reciting a script.



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Lighten Up

One thing we often forget about in business is to **'Lighten Up!**

Being too intensely serious and rigid can not only impair your 'likeability factor' but also cancel out a lot of the enjoyment you might derive from your business or career.

Developing the ability to inject your presentations with a dose of personality, humor, and spontaneity can help you avoid sounding rehearsed and pushy.

A certain amount of experimentation may be necessary to find out what works best for you, but that's all part of the process.

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Developing Rapport

Flexibility is extremely **important** in developing rapport with a prospect and winning their confidence.

If you're adhering to a rigid script, then you're not being responsive to their needs, concerns, and questions.

Very often the most fascinating, likeable, and persuasive people are the ones who have perfected the **art of active listening**.



Listening and being empathetic is more of a challenge for some people than others, but if your success hinges on the ability to persuade and influence (and whose doesn't?), then it's a skill well worth cultivating.

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Focus on Bullet Points

You may need to **review the original sales script**, every couple weeks, to make sure you're ad-libbing effectively and accurately.

Also, **don't lose sight** of the way you're communicating nonverbally, because that's what your sales prospects are paying the most attention to.



Rather than memorizing a sales script word for word, consider writing up an outline or a set of bullet points that you can impress on your mind.

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One way to get a reality check at least once a quarter, is to videotape and critique mock sales presentations involving you a few of your associates. Getting their feedback and seeing yourself as others see you can be an effective way to iron out some of the wrinkles that may be thwarting your sales performance and limiting your income.

It's How You Say It

A lot of sales and marketing people tend to talk too fast, either because they're so excited about what they're selling.

Some may feel the need to talk fast if they have a lot of information to impart in a short period of time.

Every situation is different, but in most cases, talking fast is major tactical error.

"It's not your customer's job to remember you. It is your obligation and responsibility to make sure they don't have the chance to forget you." Patricia Fripp