

In order to – “sell your idea,” work at the relationship level!

“Selling” is any activity where you need to convince someone: speaking, presenting, telephoning, discussing... But: before the listener can be convinced, they have to accept the sender. Three methods focus on exactly this – Relating, Opening and Checking – and are much more than just “tricks and tips.”



RELATING stimulates – and strengthens the relationship level

71 Every discussion partner, client, listener... wants to feel personally spoken to. So do exactly that!

Do you really know who is sitting across from you? What fascinates and motivates this person? That’s the basic requirement for Relating – and that’s why it’s much more than just a simple technique. This requires very exact target group analysis! Relating (to connect or associate) is done by

- **Being personal:** Names (Mr Mayer, Ms Smith) or referring to the position (you as manager, controller, purchaser...)
- **Quote:** As Ms Smith mentioned earlier “...“
- **Recognize body language signals:** “Mr Johnson just nodded his agreement”
- **Show understanding:** “I understand your request...”

Relating is not only an important skill taught in “Selling to Groups” – participants also learn to stimulate their listeners by addressing them personally in the presentation and rhetorical skills seminars.

When using quotes, you need to collect information. In a sales meeting, collect it during the “unofficial opening” and in a presentation, gather it from the participants who arrive early.



Opening gets things off to a good start – by offering time and space

72 How do you create a real dialog from a rhetorical question? You need to invite your partner to react – to open up by giving them the time and space they need.

The Opening is quite simple: Use “wh” questions (who, what, when, where, why...?) – but keep the attitude in mind: Do you want to satisfy your clients? Take their thoughts seriously? Move them from where they are? Or do you just want to run through your story.

- **Need-Opener:** what does the partner expect? What do they really want? “Which areas do you want to concentrate on?” “What else is important for you?”
- **Info / Fact-Openers:** what additional information is necessary for my understanding? When does it need to be finalized by? “When does this need to be finished?” “Who else needs to be included in the project?”
- **Opinion-Opener:** offer your partner the opportunity to clearly state their position and feelings. “Which solution is more interesting for you – and why?” “What do you think about that?”

In “Selling to Groups” the participants learn not only to ask such Opening-questions, but also practice their reaction to the answers. The time-table is specially de-signed to gain the necessary time.

Careful: a successful opening can put you in an embarrassing situation – but that’s still better than arguing past your target group!



CHECKING – verifies, insures, solidifies and moves forward

73 Checking is to double-check what has been said. Is that even necessary with clients? Absolutely!!

Checking questions are closed questions, meaning that either a “yes” or a “no” is expected. Begin your question with Do/Does or Is/Are: “Do you have...? Does that include...? Is that also...?”

- **Navigation-Check:** controls the process, summarizes, gets agreement. “Is this agenda acceptable?” “May I move to the next point?”
- **Interest-Check:** Checks whether your presentation is really interest for the target group. “Does this meet your expectations?” “Is this important for you?”
- **Understanding-Check:** This check is used to see if you understood or if your partner understood you properly. “Does that answer your question?” “Have I presented that correctly?”
- **Acceptance-Check:** Checks the agreement your partner has with your statements and recommendations. Is essential for the final “Yes!” “The key factor here is..., right?” “Would this work in your situation?” These formulas are essential for the business presenter:

In our seminars the participants learn to recognize how good their partners feel and how to turn an unexpected “no” into a positive answer.

Checking is rational, logical and prudent – you come across as professional and goal-oriented.



Question tags – put mini-questions on the end of a sentence and turn your statements into questions that inspire and stimulate.

74 Very common among native English speakers, question tags make you sound more natural and fluent, too.

Use question tags effectively!

You don't have the report, **do you?** It was a great presentation, **wasn't it?**

Use a positive question tag with a negative sentence

Negative sentence + positive tag

John **won't** be late, **will he?**

They **don't** have a solution, **do they?**

Use a negative question tag with a positive sentence

Positive sentence + negative tag

The boss will be here soon, **won't he?**

John should get the raise, **shouldn't he?**

Notice the meaning of “yes” and “no” in answers to question tags:

“You're not going to visit the client, are you?”

“Yes.” (= I am going); “No.” (= I am not going)

The meaning of the question tag depends on how you say it. If the voice goes down, you are asking the person to agree with you. But if the voice goes up, it is a real question. Finally, we often use a negative sentence + positive tag to ask for information or ask someone to do something. The voice goes up at the end of the question tag.

Our international English seminars focus on the non-native speaker of English. The goal is to forget the grammar and concentrate on the message, while giving you the tools to make you fluent.

Questions, Ideas & Tips ...

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