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Winning Hearts and Minds of Customers: Selling in an Economy of Emotion

Given current economic conditions, being on the leading edge in your company's marketplace has never been more important than it is today. Research tells us that customers are more likely to make a buying decision when they feel an emotional connection with the seller. True, many buyers justify their purchases with facts and figures--but the reality is they buy on emotion. We are competing in an emotion-driven economy. Hence, the emotional engagement of your sales team is the key to developing the most profitable relationships with customers.

Customers expect emotional engagement

In today's world, E-mail, smart phones, and video conferencing have taken the place of good old fashioned, face-to-face communication. For many businessmen, it's quicker, more convenient, and more objective to go the Internet than to listen to a product pitch. However, even in the information age, the best way to achieve customer engagement is not through technology, but through face-to-face communication. Direct human interaction is the fastest and most powerful trigger of emotional states. Each direct customer contact is a moment of truth, a time when a relationship is either made or broken. High emotional intelligence helps to make sales. If your salespeople get on well with customers, they are more likely to buy.

From the customer's point of view, certain things are critical. Foremost, customers are always looking for companies they can trust. In many cases, emotions effect and govern many of your clients' decisions and behaviors, including who they do or do not do business with. Your sales team must demonstrate the passion and commitment to meet these customer expectations precisely, or you will lose their business.

Salespeople need strong characters and high emotional skills

In most cases, it is the 'who' and 'how' you were dealt with that makes for a great customer experience. It wasn't the 'what' - the product or associated service. Therefore, emotional intelligence is a critical skill in selling, along with the particular competences of optimism and recovering from setback. The salesperson who knows the product inside out will not succeed without the additional ability to forge strong relationships, win trust, assess how the client is feeling, and cope with his own feelings, including disappointment.

Can you learn emotional intelligence?

Developing your emotional intelligence skills is not something you can learn by reading a book or an article. It takes training, practice and reinforcement. It requires your salespeople to be open for emotional development such as learning how to manage tension and increase personal comfort in adapting to various challenging situations. Since empathy skills must be learned experientially, that is, practiced in the field in real-time, it is better to practice with an experienced executive coach who can monitor and give your sales staff effective feedback.

Convey Passion and Empathy

Emotional engagement becomes the key factor that drives sustainable growth. Having a positive personal connection builds trust and minimizes misinterpretation and misunderstanding. People buy emotionally not logically. The secret is, knowing how to uncover a prospect's deepest desires, buying motivations and emotional criteria, and using that information to best serve them. The seasoned executive coaches of MFB Resultants are committed to providing the products and resources necessary to help your salespeople set up conditions that cultivate emotional bonds with your customers. As a consequence, your customers will respond with positive emotions after each moment of contact.

MFB Resultants – We Deliver Results.**Contact:**

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