

Turbo Leadership Systems™

The **TURBO** **Charger**

Phone: (503) 625-1867 • Fax: (503) 625-2699 • email: admin@turbols.com

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To our clients and friends

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Golden Rule Selling



Larry W. Dennis, Sr.
President,
Turbo Leadership
Systems©

*Leadership
Principle #5 -
See things
from the other
person's point
of view.*

Improve your sales performance by adopting the Golden Rule mentality. The Golden Rule is the thread that runs through all great religions and says to “Do unto others as you would have them do unto you”. It also says “Love your neighbor as yourself”. The Golden Rule mentality in sales says simply “Sell unto others as you would have them sell unto you”. This is fully embracing Leadership Principle #1 - Lead From High Ideals and Leadership Principle #2 - Become Genuinely Interested.

What does this mean? Aren't there all kinds of different personalities that require different approaches and techniques? Well, yes and no. Practicing the golden rule in selling simply means that you sell to other people the way you would like to be sold to. You sell with the same high ideals, honesty, integrity, understanding, empathy and thoughtfulness that you would like someone else to use in selling to you.

If you would like the salesperson to take the time to thoroughly understand you and your situation before making a recommendation, you practice the same sincerity, the same genuine interest with your customers. If you would like a salesperson to give you honest information and to help you make an intelligent buying decision, you practice the same with your customer. If you would like a salesperson to be thoroughly knowledgeable about the strengths or weaknesses of their product or service, and that of their competitors, then you do the same with your product or service and your competitors.

Perhaps the most important part of golden rule selling is the emotional component embraced in the word “caring” or genuine interest. Top sales professionals care about their customers. They care about themselves, their companies, their products and

services, and they really care about helping their customers to make good buying decisions. If you think about the very best salespeople you know, you will recognize that they are caring individuals.

If you think about your very best customers, you will recall that these are invariably people you care about, have a genuine interest in, and who care about you. When you think about the people you buy from, you will recall that they seem to care about you more than the average. In every part of your business life, you will find that the significant people all have the denominator of caring as part of their character and their personalities.

Here are two things you can do immediately to put these ideas into action: First, resolve today to sell to your customers with the same high ideals, honesty, empathy and understanding that you would like them to use in selling to you.

Leadership Principles #1 - Lead From High Ideals

Second, take time to genuinely care about your customers, their individual needs and their unique situations. Make people feel important and they will make you feel important.

Leadership Principle #2 - Become Genuinely Interested

Leadership Principles #6 - Be An Active Listener

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