



## THE KEY TO CREATING QUALITY: CONVERSATIONS

It's an undeniable fact that the world of sales has changed dramatically over the last few years. Like many industries, the digital age, and more over the advent of the inconceivable popularity of social media has had probably the largest effect on the sales process since it really came to fruition.

Now, those old tried and tested selling techniques simply won't work the way they used to. The hard sell is practically a thing of the past and the phone lines and shop floors up and down the country are having to readapt. So. Have you readapted? Have you upped your game to make sure your clients don't think you're trailing behind? If not, here's our top tip on how to get off the starting line.

With the previous landscape so erroneously disavowed, we have to look at what exactly has changed in the minds of the customer to deduce what we can do about it.

Social media has connected people to businesses, and more importantly to each other in ways previously unimagined. This is what has changed the playing field, it's what has sparked a question in the minds of the consumer that otherwise simply wouldn't have been there. Referrals now happen in an instant, with customers recommending businesses and passing on their positive experiences online, and whilst this is a truly tremendous opportunity, it also means that, should they be displeased with your company, they have a hundred new ways to share it, and a hundred more people who'll listen.

This ability to source information from peers and from other online resources has invigorated the way a consumer sees your brand. They are now aware, inquisitive and able to scrutinize any situation you put them in. Customers no longer want to be sold to.

So. How then, do we sell? We sell through the long lost art of conversation. Through stories, through connections, through values, trust and dependability.

Whilst those may all sound like buzzwords, jammed into a sentence that doesn't actually help, they are the principles by which we now all need to be operating.

Open, honest conversations are the key to finding out if your client, customer or prospect will ever be interested in your product. By building a bridge with them, you establish a level of trust; which absolutely paramount in the volatile sales environment. And then, by providing them with the information they need and the products they require, you create the 'myth' of your company in the mind of the prospect. A positive image, stapled into the cerebral cortex.

Build relationships, have conversations. The key to quality on the shop floor, on the phone, or in any sales environment! Simple!



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