

# Don't reinvent the wheel!

## We have the answers for you be more successful

At Ellare, we help you to:

- Be the very best that you can be
- Make your work life easier with better selling skills
- Invest in yourself, it's your success that will pay off

Develop Yourself; sell more by using our inside knowledge to help you ...

Every sale is in your control and has to stay in your control at every step.

Develop great tactics to make sure that this happens – every time

Who will invest in you if you don't invest in yourself?

### Develop Yourself; sell more by using our inside knowledge...

Let's start with what makes you different?

#### How do you stand out?

You are surrounded by amazing sales tools yet you are your best sales tool. If you take the time to develop yourself, you provide the unique competitive advantage.

Here are some easy steps you can use to stand out.

- **What makes you different? Really?**

What makes you different from other salespeople? If you don't give this any thought you won't be memorable from your customer's perspective.

'What makes you different from your competition?'

Qualities like honesty, reliability, trustworthiness, evident experience, being a good problem solver, being knowledgeable, effective in your follow up, are all qualities to be admired yet they won't differentiate you from your competition because everybody believes they possess these qualities. We challenge all Ellare sales professionals to be 1% better than their website, 1% better than their industry colleagues.

Just remember this - if you want to be remembered you have to be memorable; 1% better all round!

- **What are you known for?**

Be the customer's support and their sales expert.

Don't keep yourself secret, let the customer know who you are; that you are **the** person to help them best achieve the home for them.

It's been said ...

## 'What makes you different, makes you memorable'

- **Let people know what makes you different**

You can communicate your uniqueness in ways you have never imagined before.

- **Do something that says you're different**

Do something on the blank side of your business card.

Think about what you can do at the end of the sales call or straight after that will make an impact.

What about sending a set of personal emails out at the end of each day to everyone you have met that day saying how nice it was to meet them and how much you are looking forward to helping them to find the right home for their future.

- **Use the Language Of Success**

When you work with lots of sales people, it's easy to see one of the attributes that sets people in sales apart. It's the language that they use – what they say and how they say it.

When you take the time truly listen to what people are trying to communicate it is surprising what you can learn. This includes listening to your customer.

- **Negative Talk**

The words that we use in our communications are clear indicators of how we process information and the way in which we represent our world.

For example, when a sales consultant says 'I DON'T want to fail', they are clearly focused on **NOT** Failing.

According to specialists in human neurology we are unable to process negatives in communication received.

If you are asked not to think of chocolate, what's the first thing that comes to mind? Chocolate!

Essentially, when someone is stating their intention in a negative way that is what they are more likely to get - exactly what they didn't want.

So how negative is your language?

When a sales person really wants to SUCCEED they need to focus on what they really want so ask yourself

### 'WHAT DO I REALLY WANT?'

This re-focuses on success rather than failure.

Here are some more language patterns that will help you to make changes in your language of success.

- **Why - V- How.** Ask more how than why.

Why tends to evoke deficiency and excuses rather gain which means that when you ask a customer 'how does the house suit you?' and 'how will this house fit your lifestyle?' you are going to find out how it appeals to them.

Why also causes someone to focus on a specific whereas how helps people keep an eye on the big picture so how rather than why is a good habit to have.

- **No BUT About It.** The great philosopher Fritz Pearls described BUT as a killer word. It kills the notion that comes before it and what comes after it survives.

'It's a great BUT so expensive'

What remains is the notion of the home is expensive, any idea that the product is great is killed by the word BUT.

**But** is a dividing word rather than a joining word. There are three ways to deal with this Killer word.

- Try using the word AND to join rather than but
- *'It's a great house AND it's a significant purchase for you*

We can simply turn the elements of the statement around.

- *It's more than others you have seen BUT it's a great house and you get are getting a lot of home for your money'*

We can do both of the above.

- *'It's a significant purchase AND It's a really great home'*

This is a great tool to use in selling or negotiating so try it.

- **Because**

The **MOST** powerful word you can use to convince is not You, not New, not even Free, it's Because.

Because, the word, has the irresistible power to create belief in the mind of others, its power comes from the fact that none of us really make decisions logically. In almost every instance, people make decisions emotionally – and then justify them logically.

When you use the word Because, you give the other person justification for believing you. What is truly amazing is that the reason that follows the word Because, doesn't even have to be totally logical, provable or otherwise sound.

'Will you reserve this house today?' or

'Will you reserve this house today because it will gives you so much of what you wanted to achieve in your new home?'

- **You**

Nobody wants to receive more sales messages – we're all overwhelmed with them. So, we always view any message first with the question: 'Is this of any importance to me?'

Customers are always tuned into:

If the message seems to be addressed to a vast, undefined group of someones, the answer is usually 'no'. So, focus everything you say on why it good for the customer.

- **Imagine**

When we engage our imagination, we put our rationale mind on hold for a moment and allow our more creative subconscious to take charge. And it is our subconscious that wishes, evokes memories, desires and dreams.

Suggesting that a customer imagines himself or herself enjoying the benefits of the new home can work wonders – it causes them to actually enter the state of being a buyer, to pre-experience the sensations and emotions of ownership or acceptance.

Using **imagine** moves your customer helps them actually persuade themselves.

Try these out as you strive to develop yourself!

# ellare.

T. 0333 305 7525  
E. [hello@ellare.co.uk](mailto:hello@ellare.co.uk)  
W. [ellare.co.uk](http://ellare.co.uk)

 [in @weareellare](https://www.linkedin.com/company/weareellare)