How to Avoid Being a Robot Salesperson by Belinda Summers

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Even though salespeople tend to memorize scripts or read off of them, don't let your customers know that you are reading from a script. Instead, change the tone and the way you speak when you talk to your prospects for a higher chance of getting a sale.

There are those salespeople who focus too much on the resulting sale that they tend to sound like robots. But what is a robot salesman anyway? Robot salespeople are those that have answers to each and every one of their lead's questions, without even understanding the lead's question. For example, if the lead will ask Question a then he will answer with Answer A, and if the lead will ask Question B then he will answer with Answer B as well. In short, this kind of salesperson is focused on reading their script that they tend to forget to be themselves; that they are still human beings. They would also focus too much on planning what to answer next instead of listening to their sales leads.

In order to avoid being like a robot and start being a human being when it comes to selling your company's products and services, it is always important to have a fresh start as you talk to different sales leads. Remember that every sales lead is different from the other. There are some guidelines that you may wish to follow in order to avoid being this type of salesperson.

Â Â Â Â * Always listen to what your leads are saying. Remember that you have two ears and only one mouth and not the other way around. This is to always remind you that you have two ears for listening and only one mouth to respond to what you take in through listening.

Â Â Â Â * If you didn't hear or understand what you heard quite clearly, ask your lead to kindly repeat what they said. Do not answer something when you have no clue as to what you just heard. Try inserting the words â€œMay you please,â€• or â€œKindly repeat that last part.â€• But don't ask your lead t every word that they say all the time. This will make you lose your credibility as a salesperson therefore making you lose a sale.

Â Â Â Â * Pause for about one or two seconds every time your lead finishes speaking. This is to make sure that you can properly process what your lead is saying and not jump into any hasty conclusions. Also, if you are reading a script that has the lead's question in it with the appropriate kind of answer, don't answer too quickly as the lead might guess that you are only reading a script. Once your leads know that you are only reading a script then they would feel that you don't really care about what their need is but only about the money in their wallets.

Â Â Â Â * Always give your leads your full attentions so donâ€™t worry if your favorite song is currently playing on the radio, they will play it again sometime soon. Only be interested in what your lead is trying to say so you can formulate suitable answers for their queries. If you would encourage your leads to talk about them, then you can have less time to worry about the fear of rejection and gain the benefit of having a connection with your prospect. You will notice that the more you are interested in the way they behave; your leads will become more interested in becoming quality customers and clients for your company.

Another option that you can take is to outsource yourÂ lead generation services. In this way, you can just sit back and relax asÂ professional telemarketersÂ generate quality leads for your business. Another reason why this is good is that you won't have to worry about how you sound on the telephone since the other company can do all the cold calling for you. Once the outsourcing contract has been completed, you can either continue off on your own or continue with the contract to get

even more leads.

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