

Climb Lamb's LADDER To Lift Up Selling



**Great sellers are great listeners.
Peter Lamb says they also
"ask great questions and shut up!"**

The owner of Lamb Consulting based in Florida says a successful sales rep thinks like the customer and climbs this LADDER when working with clients to solve problems and capture opportunities:

L is for **LOOK** your client in the eye when talking to build trust. Not making eye contact is a turnoff.

A is for **ASKING** questions, great ones that spur thinking not yawns.

D is for **DON'T INTERRUPT** the client when he or she is responding to your great questions. "As long as you are talking, you are losing." Listening is winning.

D is for **DON'T CHANGE THE SUBJECT** when the client is talking, even it a glowing report about a sports team you detest. Let them talk. It's their time.

E is for **EMPATHIZE**, especially during these challenging COVID-19 times. Be a comforting ear.

R is for **RESPOND**, often on the spot when you seek to close a deal. Don't leave the client meeting without a sale or answer on next steps. If necessary, take out your smartphone and book the follow-up meeting right away.

Note: Lamb positioned his LADDER as a featured presenter at the New York Press Association's daylong virtual conference on Sept. 18, 2020. His topic: "Who is winning the revenue war and why."

For a related story on his presentation, check out the Relevant Points at www.relevanceproject.net

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