

Sent: Wednesday, May 02, 2001 5:32 PM
Subject: YOU FIRST....THEN AQUATHIN

Dear Aquathin Dealer On-Line;

*Anyone who has attended Aquathin University has heard us say "even though we make the finest system in the world, it is only as good as the people representing it!" Please read this article by Marjorie Brody...it sure sounds alot like what is preached in the A.U. Manager's Bible ! Be sure to review the importance of "**YOURSELF**" with your sales staff = higher productivity !!*

Warmest regards,

FOR THE BEST TASTE IN LIFE
Think Aquathin..AquathinK !!
Celebrating our 21th birthday in 2001 !!!
(visit the allnew <http://www.aquathin.com>)

"Alfie"
Alfred J. Lipshultz, President

You can't sell anything if you can't sell **yourself**

by [Marjorie Brody, CSP, CMC](#)

What makes some sales professionals stand out and others merely competent? I'll give you a hint, it's not the **products** they are selling. Top sales professionals have an edge. They know how to develop sales presentations that deliver not only the benefits of their products, but the best of **themselves** to their audience.

Salespeople construct and deliver presentations around the theory that speaking is an audience-centered sport. They think about their clients as they plan, create, and deliver their presentations. Sales professionals know that the most effective presentations have to start and finish with the audience's needs as the focus. In a world filled with parity products and services, sales professionals who best present themselves to their clientele come out on top. In a sales situation, it is essential that your client or prospect be receptive to the communications signals you will be sending, simplified here as the three V's – the **Visual**, the

Vocal, and the **Verbal**. While all three are important, in some situations what you **say** may not be as important as **how** you say it; for still others, the way you look and the facial expressions you use will influence the impression your presentation leaves. Your ultimate credibility as a sales professional will be determined by how well you master the three V's.

Visual

If a "picture is worth a thousand words," then the picture you present to your clients as you stand before them must be visually sound. Before you have had a chance to say a word, many people will judge you strictly by your **appearance**. Your choice of clothing for the occasion should be suitable; business dress is always appropriate, even if your client is dressed informally. The only exceptions are if you are at a sales meeting at a resort, and everyone is dressed casually, or if your client asks you to come dressed informally. That still means professionally dressed —neatly pressed, never sloppy. For women, nothing tight or revealing — save the sandals for the beach. You can never be faulted for looking "too professional," even if the audience is dressed down. Clothing should fit well, and you should be able to move comfortably in it. Always check yourself — both front and back — in a full-length mirror. You don't want your appearance to detract from what you are going to talk about.

Good grooming and pleasant facial expressions all add to the visual **impact** you will be creating. When you smile, it translates into your voice and your clients will pick up on your enjoyment of speaking to them. Your body language will also send a message. Don't cross your arms or fidget. Use gestures to emphasize points, but be careful not to flail your arms around. When standing in front of a client, lean forward. Don't sway or bounce. Make regular eye contact with him or her. This approach helps draw the client into your presentation. Nodding to emphasize a point also helps make a connection. If you nod occasionally the people you are talking to will also. These interactions help to create a bond between you and your customer.

Vocal

The way you sound also has an impact. If you have ever listened to someone speaking in a monotone voice, you know how difficult it is to pay attention to what they are saying. There are six vocal cues to remember: **pitch**, **volume**, **rate**, **punch**, **pause** and **diction**. We all have a vocal range to work with, and when we are stressed, our voices tend to rise. Most clients prefer listening to a calm, lower pitched voice, and we can all learn to speak this way. You can learn to lower your pitch by practicing this simple exercise: Repeat the following three sentences, each time using a lower pitch: "This is my normal pitch." "Do, Re, Me, Fa, So, La, Ti, Do." "This is my normal voice." Repeat these sentences until you can deepen your pitch at will. Practice this exercise several times a day; after about a month, you will have greater control of your pitch. Vary your volume, but keep it easy on the ears. Not so loud that it's painful, and not so soft that people have to strain. It is also important to speak clearly and enunciate so you can be easily understood. If you speak too quickly or softly, clients will have to work hard to pay attention. Vary your tone and speed, and tailor your delivery rate to accommodate any regional differences. People from the Northeast tend to speak more quickly

than speakers from the South. Emphasize or "punch" certain words for effect, but don't forget to incorporate pauses to let important points sink in. Proper diction is also essential – if you're not sure how to pronounce a word, look it up or don't use it. And, unless you are asking a question, your voice should drop at the end of a sentence. Finish each sentence completely and clearly, keeping your volume up while dropping your pitch.

Verbal

There are four verbal communications rules to remember:

- Use descriptive language
- Use short sentences
- Avoid buzz words and jargon
- Avoid tag questions and qualifiers ("I guess," "I hope," "sorta," "probably")

When preparing your sales presentation, keep your points focused, so you don't ramble on in long sentences. Adding tag questions (like "I think this is a good proposal, **don't you?**") weakens your position, and using words like "umm" , " basically", "like" and "you know" detract from what you are saying. Think about what you really want to say, and then say exactly what you mean.

By mastering the three "**V's**," you will be well on the way to mastering the skills needed to effectively sell **yourself**, your **company**, and your **product** or **service**.