

## Putting Passion Into Selling

Lately I've seen a trend that is bothering me – an awful lot of what I call “flat” sales conversations. By “flat,” I mean calls devoid of emotion, excitement and interest.

To be sure, information is exchanged. Questions are asked, statements are made and customers are educated about the product. But no excitement has been built, no momentum or what I call “sales velocity” has been initiated, and it's unlikely that the opportunities will result in wins.

What's lacking? Passion. Passion is my word for that indefinable something that creates and builds interest and excitement on the part of the customer. Don't get me wrong; the salespeople are asking questions. They're making benefit statements. They're explaining. But there's no fun or excitement in it, and that's a problem.

When the call is over, the customer is no more (or less) interested than they were before. Ultimately, I think there are two causes for this.

### Going Through the Motions

One cause is, for whatever reason, the salespeople aren't “into” the conversations. They're going through the motions. Going through the motions, regardless of what you're doing, is obvious and boring.

Where does sales passion come from? Where it exists, it comes from an excitement, involvement in, and commitment to the selling profession. It comes from a true *belief* in what you are selling. Have you sold yourself before you try to sell anyone else?

It comes from a need to make buyers feel the same excitement you do. It comes from recognizing the buyer's needs, seeing what is going to happen through the adoption of the product and feeling the same result as the buyer.

For too many salespeople, this kind of sales passion is left at the door. The result is wildly unsuccessful – and boring – selling. There's another reason, though, that sales passion can be missed, and that's the fact that too many salespeople don't understand what the customer is really buying.

### What Customers Want

*Customers buy successful outcomes.* Whatever need the customer is trying to address through a purchase, what the customer is really buying is the experience of fulfilling that need.

If a customer buys new living-room lighting, he buys the experience and the ambience created in his home.

If you don't know, understand or address that successful outcome, you're not going to be able to create that excitement in your showroom. And you will find yourself with a lot of customers who promise to “be back” but won't.

Want to avoid this problem? Here is how to incorporate passion into your selling:

Sell *yourself* on your products or services. If you were in the position of a target customer, would you buy? Why? If you can't do this, all else is meaningless.

Take a few moments before greeting each customer to get excited about the new opportunity in front of you.

Understand the buyer's needs by asking good questions.

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