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## SALES SKILLS FOR THE NON SALES PROFESSIONAL

Have you ever wondered how in the heck you're going to do it? You are a lawyer who wants to make partner, an accountant, an engineer or other professional and part of your business plan is that you have to attract business customers? You've always detested selling, and you can't see yourself doing it! As a matter of fact, sales people are a HUGE turn off to you!!!

Yet, you HAVE to bring in customers!!!

What ARE you going to do?

Many of my current or former clients fit the above description. Many of them finally contacted me, a coach, when they were in trouble because they had NO CLUE where to start. They decided that they did need help, and they realized that only a professional could rescue the mess that they've made.

And guess what? They survived! And not only did they survive, but they thrived! As soon as they realized that they didn't need to change their personality, become a raving fan, or over the top, they relaxed and settled into learning what they had to do.

I'll take you through a typical client and what they learn to do.

Kirk was a guy who found me in one of my Charisma classes! He was basically a smart fellow who was trying to make partner in his law firm. He had been told upon his hiring that he'd be responsible for attracting business to his company. He bluffed his way through the interview by mentioning how many people that he knew and how many big cases he had worked on successfully. He didn't mention that the business wasn't his, or that he was TERRIFIED of calling all of the people that he knew and asking for business!

When Kirk and I finally got together I asked him to start by naming all of his strengths. We went over all of the benefits that any of his clients or future clients would get by working with him. I had him post these in his office so he'd never doubt how talented he really is in work.

Next, we outlined what sorts of clients he should secure and then wrote a list of any current or former friends or colleagues that he knew. We developed an information sheet on each of them which would be later transferred to a contact management system such as ACT or Goldmine. On each of the sheets, Ralph had to go and write about the person. He wrote down anything he knew about them professionally or personally. These ranged from where they went to school to their spouses names, to their hobbies.

Next, we put them in order from A Accounts ( HUGE!!!) down to D accounts (Barely worth calling) and everyone in between. When all was said and done, Ralph had a list of about 25 people on the A list and those were the ones that we focused on.

Those names went into the computer. We then called and got all of their current information such as emails, secretaries names, firms, etc. We then wrote a letter that was sent to each of them announcing his new position and then said that Ralph would soon be giving a follow up call to say a quick hello. The letter was written in a casual manner, and not too formal. It definitely did NOT look like a form letter from a law firm!

Over time, Ralph redeveloped these people into friends. He did it by meeting them to play basketball, going to networking events with them, or inviting them to political speeches. He was able to get tickets for a few of them to different events and basically became a resource to the whole legal profession for most of them. Ralph became a FRIEND to these individuals, their firms and as a result, guess what happened?

Ralph started bringing in business of course! Not only that, but his bosses wanted to know what he was doing and how it all started. Needless to say, a few of his co workers were in the position to hire a coach and we duplicated Ralph's experience.

Developing into a sales professional is a scary thought for someone who is afraid of sales. But turning into a resource for your friends and colleagues is not only fun, but a great way to learn and grow your business. And if you get stuck, call me! I'll help you through!

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