

## **Nothing happens 'til somebody buys**

By Wendy Hue, Partners in Progress

Nobody walks up to the counter and says “here’s my money I want to buy something” just as a person who is selling doesn’t approach a customer and say “how much money have you got and then choose something that fits with the amount”.

Obvious, you may be telling yourself.

How is it then that buyers are often better prepared than those who sell?

A selling process is based first on credibility and trust. When these two elements are present a relationship can build.

The most important step in making a sale therefore is building a strong relationship based on credibility and trust.

Today’s buyer has a multitude of options in choosing the company from which to purchase a product or a service.

The Internet and strong marketing processes allow the buyer to gain a wealth of knowledge before making a purchase.

Here are some important questions:

- How commoditized is the product or service you sell?
- Who is your competition?
- What differentiates you from the competition?
- What makes what you do unique and desirable?
- How often do your customers come back for more?

If you can not answer one or more of these questions now is the time to do the research and come up with the answers.

The answers to these questions give the seller the confidence which will build credibility and trust in developing a relationship with a potential buyer.

Have you done your homework? Do it now, it will make a world of difference to your selling process.

Until the next time,

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