

THANK GOD IT'S MONDAY!

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TGIM WEEKLY AUDIO: Selling Your Ideas

**Transcription*

Thank God It's Monday!™ No matter what your position, you are in sales, because you're always selling your ideas. If it feels like sales you're doing something wrong because then you're pushing and manipulating and no one wants to be there.

So how do you sell your ideas in a way that people feel as if they are enjoying the process and are creating the best result and that you feel good about it? First of all, be curious about the feelings and emotions of the person to whom you're trying to sell your ideas to and what drives them. For example, if you're a mortgage lender you may want to ask some questions to find out what makes that person tick, like, "What did you like about your last mortgage?", "What didn't you like?", "What fears do you have about this?", or "What's important to you in our relationship?" These would just be a few examples. When you ask questions like that and truly listen, now you can make recommendations and speak into their thoughts and feelings, which is exactly what makes them want to buy your ideas.

For example, if you're in marketing and you have a marketing project you may want to talk to your boss and say, "How important is it to you to make sure that the quality and profitability of our relationships with clients is elevated next year?", "What would happen if we didn't do that?", "What would happen if we did do that?", "How important would it be to our bottom line to make that happen?", or "How committed are you to making that happen?" By asking questions like this first, prior to creating a solution, you will have your ideas heard. And after listening it's very important to say something like, "Based on what you're telling me, here are my recommendations"... and you tie it right in.

And lastly, you can always ask the question, "Do you have any further questions or would you like to get started?" It's the most wonderful way to bring your idea home and have that person feel that you're not selling your ideas, but you're helping them buy into a much better result. And doesn't that feel good? Aren't you glad that today is Monday?

Roxanne

Roxanne Emmerich's Thank God It's Monday! How to Create a Workplace You and Your Customers Love climbed to #1 on Amazon's bestseller list and made the New York Times and Wall Street Journal bestseller lists—all in the first week of its release. Roxanne is renowned for her ability to transform "ho-hum" workplaces into dynamic, results-oriented, "bring-it-on" cultures. If you are not currently receiving the Thank God It's Monday e-zine and weekly audios, subscribe today at www.ThankGoditsMonday.com.

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