

The GOLDEN RULE

For Business Growth

To improve your sales performance, adopt the Golden Rule mentality.

Adrian Bromley reports.

Increasing sales and your business reputation go hand in hand with increasing business value and creating a nest egg for the future. Yet as basic and critical as it is, businesses often invest less in this area than they do on the office Christmas party. And those same businesses are often unaware that they could be eligible for a government funded incentive scheme to reimburse them for any costs incurred.

The Golden Rule says to, "*Do unto others as you would have them do unto you.*" It also says, "*Love your neighbor as yourself.*" The Golden Rule mentality in sales, says simply, "*Sell unto others as you would have them sell unto you.*"

Different Strokes For Different Folks

What does this mean? Aren't there all kinds of different personalities that require different approaches and techniques? Well, yes and no. Practicing the golden rule in selling simply means that you sell to other people the way you would like to be sold to. You sell with the same honesty, integrity, understanding, empathy and thoughtfulness that you would like someone else to use in selling to you.

Seek First to Understand

Wouldn't you like a salesperson to take the time to thoroughly understand you and your situation before making a recommendation, then practice the same thing with your customers. Wouldn't you like a salesperson

to give you honest information and to help you make an intelligent buying decision, then practice the same with your customer. Wouldn't you like a salesperson to be thoroughly knowledgeable about the strengths or weaknesses of his or her product or service, and that of his or her competitors, then you should do the same with your product or service and your competitors.

Care About Your Customers

Perhaps the most important part of golden rule selling is the emotional component embraced in the word, "*caring.*" Top sales professionals care about their customers. They care about themselves, their companies, their products and services, and they really care about helping their customers to make good buying decisions. If you think about the very best salespeople you know, you will recognise that they are caring individuals.

They Don't Care How Much You Know

If you think about your very best customers, you will recall that these are invariably people you care about, and who care about you. When you think about the people you buy from, you will recall that they seem to care about you more than the average. In every part of your business life, you will find that the significant people all have the denominator of caring as part of their character and their personalities.

Action Exercises

Here are two things you can do immediately to put these ideas into action.

First, resolve today to sell to your customers with the same honesty, empathy and understanding that you would like them to use in selling to you.

Second, take time to genuinely care about your customers, their individual needs and their unique situations. Make people feel important and they will make you feel important.



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