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April Fun Facts

Child Abuse Prevention Month

National Pecan Month

7th - No Housework Day

12th - Easter

15th - Tax Day

25th - DNA Day

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Product Spotlight

**THE PERFECT
 SPRINGTIME GIVE-
 AWAY. FILLED WITH
 CHARMING
 CHARACTER
 ILLUSTRATIONS TO
 COLOR.**

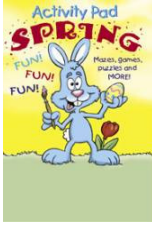
Are You For Sale?

Consider this -- whether you're a sales professional positioning a product, a corporate executive proposing an idea or you're networking for your organization -- aren't you selling yourself? If you're not for sale or horrified at the notion, keep reading. You may find some compelling reasons to consider a shift in thinking.

Recently I participated in a local networking event with individuals representing a wide variety of business interests. As one would expect, each participant took a turn sharing a well rehearsed "pitch" about their company's unique offerings and target audience. It was interesting and in most cases, obvious that time had been spent perfecting these mini-presentations. However, I'm not personally in the market for these specific services, so at best, I was modestly engaged.

Attention Gabber

That is until something unexpected got my attention and stirred my curiosity. A bank executive shifted gears and began sharing his personal experience in the field. I heard examples of how he leveraged this experience to help clients find solutions to their financial challenges. The boutique nature of his bank in conjunction with his experience provided potential clients with creative options that most other banks could not provide. As he spoke his energy and enthusiasm drew me in. I was no longer listening to a bank executive; I was listening to Dave, the bank executive who successfully convinced me that should I need



No Imprint Minimum Order
500 \$.38 each
With Imprint Minimum
Order 1,000 \$.38 each

Pricing does not include
set up fees or freight
charges.

banking assistance, he's the go-to person.

Effective selling is much more than having the right product with the best features and benefits, having the best idea or the lowest price. If this wasn't the case, how would you make a sale when your product isn't the best, your fees are higher or the idea you're proposing is riskier than some others? Often what tips the scale in your favor and differentiates you from the throngs of others competing for what you want is something as simple as -- you. You are one of the key features and benefits associated with the product or the service someone is buying.

Consider Your Experience

Grab a sheet of paper to take an inventory of your experience. You might even ask a friend or colleague to help you.

- * What knowledge do you possess?
- * What's your personal track record in this area?
- * How do these things translate into meaningful benefits and end results for your prospective buyer?
- * When the "real" you shows up in a meeting, a social event, or a job interview what personal qualities are evident?

Share A Little About Yourself

Value-added services or specific facts backing up an idea are always going to be important considerations for a prospective buyer. Yet, a buyer can't develop a relationship with these intangibles. Buyers establish these things with you, not your services or ideas. The problem arises when they don't know who you are or don't meet the real you. How can they know what their buying?

Next time you're preparing for any type of important presentation consider putting yourself up for sale.

* Share something about yourself. How did you get involved with this field and what do you love about it? How did you arrive at this idea and why is it important to you?

* Share examples of your personal impact. How did you use this experience to help a client? What were the end results of your efforts?

* Allow your true self to show up. When you

communicate with authenticity, your energy, passion and conviction become infectious and a relationship blossoms.

Learning to sell yourself effectively is just as important as positioning your products, services or ideas properly. How you see yourself in this role is one component of a powerful mind set that makes sales.

Source: Diana [Habich](#), CPCC, is a certified sales coach and trainer and the author of the e-book, *Sales By Design*.

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