

## UNDERSTANDING PEOPLE TO SELL: HOW TO IDENTIFY AND APPEAL TO ANY CUSTOMER

Paul Bramson has a successful track record of teaching others how to connect like a pro with any customer. He is a highly sought-after thought leader in the areas of communication, leadership, sales, interviewing, and negotiation after 25 years working with Fortune 500/1000/5000 companies.

### **Why it is important for sales professionals to do research ahead of time before engaging with potential customers?**

Conducting research before engaging with potential customers equips sales professionals with valuable insights and dramatically helps to build rapport, enables customization. It ultimately enhances the sales professional's ability to engage with customers more effectively.

Putting in the effort to get to know a prospect, what they do, who they work with, or what services they provide shows respect and that the prospect and their business are important to the sales professional. That research, if done well, can even allow the salesperson to pick up cues on a prospect's personality based on how they position themselves on their website or in their LinkedIn profile.



### **Could you explain the idea of buyer personas and how salespeople can use them to pivot their approach?**

The term buyer persona has become part of the lexicon of business language now for the better part of 15 years. They are fictional representations of ideal customers based on market research and data analysis. They are created to help businesses understand and target their customers more effectively. Buyer personas are developed by identifying and documenting common characteristics, behaviors, and demographics of different customer segments.

By creating detailed customer personas, salespeople can gain insights into the motivations, preferences, and pain points of different customer segments. This knowledge enables them to tailor their communication and approach in a way that resonates with each buyer type.



### **When tailoring messaging for different customer types, what are some key considerations to keep in mind?**

Selling needs to feel authentic and relevant to the buyer. Sales professionals need to understand the skill of customizing their sales approach to the person they're talking to. Even with the preparation we discussed before, salespeople must also be ready to pivot during a conversation to what they hear the customer saying or wanting. It's important to consider a few things when crafting your approach.

First, adapt your language, tone, and style of communication to match the preferences of each customer type. For example, a more formal tone might be suitable for corporate customers, while a casual and friendly tone may resonate with younger audiences.

Next, highlight the specific benefits and value that your product or service offers to each customer type or persona. Emphasize how it solves their unique problems or meets their desires.

Be sure to incorporate relatable examples, case studies, or testimonials that align with each customer segment's experiences and aspirations. This helps them visualize the value of your offering in their context.

Finally, choose the appropriate communication channels preferred by each customer segment. Some may respond better to email newsletters, while others may prefer social media platforms or text messages.

### **What are some strategies or techniques that salespeople can use to get customers to open up and talk about themselves?**

It's all about research at the start and then listening and questioning during your conversations. The research only strengthens your ability to effectively communicate in a way that will resonate with your client.

As a salesperson, building rapport and creating a comfortable environment for customers to open up and talk about themselves is crucial.

**"EVERYONE HAS DIFFERENT PREFERENCES THAT MOTIVATE THEM, SO THE KEY TO CONNECTING IS UNDERSTANDING THE PEOPLE YOU'RE INTERACTING WITH SO YOU CAN CREATE BETTER, MORE PRODUCTIVE RELATIONSHIPS."**

# Q&A

## PAUL BRAMSON, LEADERSHIP, SALES & COMMUNICATION EXPERT & KEYNOTE SPEAKER

Here are some strategies and techniques to achieve that:

1. **Active listening:** Give your full attention to the customer and actively listen to what they're saying. Maintain eye contact, nod, and show genuine interest in their words. Avoid interrupting or rushing the conversation. Listen to hear, not to respond.
2. **Open-ended questions:** Ask questions that require more than a simple yes or no answer. Open-ended questions encourage customers to provide detailed responses and share more about themselves. For example, instead of asking, "Do you like this product?" ask, "What features are you looking for in a product like this?" Or, "How do you see a service like this supporting your business?"
3. **Empathy and understanding:** Show empathy toward the customer's needs, challenges, and preferences. Acknowledge their feelings and concerns and respond in a way that answers or validates them. This helps establish a connection and makes customers feel comfortable sharing their experiences.
4. **Share personal experiences:** Share relevant and relatable personal experiences to create a sense of common ground. By opening up yourself, you create a comfortable environment that encourages customers to do the same.
5. **Build trust and credibility:** Customers are more likely to open up when they trust the person they're interacting with. Establish your credibility by demonstrating expertise, providing helpful information, and following through on your commitments. Trust can also be fostered through testimonials, case studies, or references from satisfied customers.

Remember, the goal is to establish a genuine connection with your customers. By employing these strategies and techniques, you can create a

positive environment that encourages customers to open up and share their thoughts, preferences, and needs.



### **What are some common challenges that sales professionals face when it comes to understanding and connecting with customers? How can they overcome these challenges?**

Everyone has different preferences that motivate them, so the key to connecting is understanding the people you're interacting with so you can create better, more productive relationships.

Common challenges to gaining this knowledge and better understanding a prospective client include:

1. **Limited knowledge about the customer:** Sales professionals may lack sufficient information about the customer's needs, preferences, and pain points. This can hinder their ability to effectively communicate the value of their product or service in a way that is meaningful and personal to the prospect.
2. **Listening to the customer:** Sales professionals have an agenda—to sell their product. When their own agenda becomes a priority over the

needs of the customer, the sales process breaks down or goes nowhere. Top-performing sales professionals go into a conversation listening to what the client is saying, what is important to them or their company, so that they can move the conversation forward more productively.

3. Communication barriers: Miscommunication or language barriers can create challenges in understanding customer needs. Different communication styles, cultural differences, or technical jargon can make it difficult to establish a connection.
4. Lack of trust: Building trust with customers can be challenging, especially in the beginning, and even more so if they have had negative experiences with salespeople in the past. Skepticism and resistance can hinder the sales professional's efforts to connect and establish credibility.
5. Adapting to different personalities/underlying needs: Every customer has a unique personality and communication style. Sales professionals need to be able to observe and listen in a way that allows them to adapt their approach so that they can effectively connect with customers of different backgrounds and preferences.

**"UNDERSTANDING PEOPLE IS NOT ABOUT MANIPULATION OR TRICKING THEM INTO BUYING. IT'S ABOUT GENUINELY CONNECTING WITH THEM."**

Strategies to overcome these challenges include research and preparation, active listening, building rapport, providing value and solutions, and continuous learning. Implementing these strategies and developing strong interpersonal skills will improve your sales outcomes.

### **What are some actionable tips regarding the art of understanding people to sell effectively?**

The skill of understanding people helps us predict what people may feel and how they may react in certain selling situations, and it also allows us to make sense of how someone could react. The biggest challenge is that we communicate from our own perspective and not from how the other person is built. This is where the connection breaks down, and that can happen very fast in the selling process. When it comes to selling, understanding people is crucial for success. There are three tips to consider to help you better understand your customers:

- **Customize your approach:** Avoid using a one-size-fits-all sales pitch. Instead, adapt your communication style to match the customer's personality and communication preferences. Some individuals may prefer a more analytical approach, while others may respond better to a more casual and conversational style.
- **Show empathy:** Put yourself in your customer's shoes and try to understand their perspective. Empathy helps you connect with them on an emotional level and build rapport. Show genuine interest and concern for their challenges and desires.
- **Understand their motivations:** Identify what drives your customers. Are they seeking convenience, cost savings, status, or quality? Tailor your sales pitch to align with their motivations and emphasize how your product or service can fulfill their desires.

Understanding people is not about manipulation or tricking them into buying. It's about genuinely connecting with them. Building a strong connection with people is crucial for successful interactions. 🌟