

Be Personal

Would you rather do business and interact with a huge corporation full of administrative lines and bureaucracy? Or with a smaller, family ran business who are much more personal and give actual attention to your problems and service and don't treat you as statistic?

Yes. Of course the 2nd!

You can see how important it is to be personal?

No one likes to feel like they are being treated as a statistic, no one like the feeling that their problems, issues and wishes are being documented be a Robot AI and is being catalogued as just another entry of many.

People would much rather interact with actual humans who will treat them also as humans, who are personal, whom can be trusted and liked. A person who will actually understand them, and act accordingly.

You know how often I used the AI messaging bot when I was reporting bugs on software online? Like never. I always choose the option to speak to a human representative. Why? Because I needed that care, that trust, that certainty that I am being understood.

So be personal with people. That is the way you will get rapport. And only with rapport will you close the sale.

Additionally, if you wish to make the sale, you will need to find the actual true motivation of the prospect for buying. Sometimes this reason is simple and easy to discuss. Sometimes it's something a prospect might not want to disclose. In this case, you can only get the prospect to be personal enough to disclose it, if you are taking the first step and being personal then you can get the prospect to open up too.

So, be personal!