

## Get Attention

To sell, you need attention. To sell you need the prospect to listen, and that requires attention.

How are you going to get attention?

You need to be and stay interesting enough for the prospect so the prospect can pay attention to you and what you are saying from the beginning of the sales process until the very end.

A way to get and keep attention is by tailor making your communication and message to the prospect. Making your communication about the prospect. His viewpoints. His interests. His problems.

Show that you really understand him by making everything you say specifically about him, and not generalizing.

You can also, use the prospect's goals and problems to keep him being attentive. Push the possibility of attaining goals, and remind him about the burdens of his problems, and communicate about how these can be solved by interacting with you, and getting your product/service.

Another neat little trick. Is the law of exchange. What you give is what you get. Pay attention and interest, and you get attention and interest.

Finally, be interested in what you are saying, which (if enough rapport has been built) will get the prospect to identify with your interest and the subject of your interest (your speech),and will get the prospect to pay attention.

Simple as that! But these are only a few tips and tricks. There are more for you to figure out and analyse.

In today's world, one of the most valuable commodity is attention. As a sales rep, the first thing to figure out is how to get and keep attention. That is if you wish to be successful at selling!

Good luck!