

Interesting vs Interested

Should one be interesting or interested?

The answer is simple.
For best results.

Look interesting, act interesting, talk interesting.

But put most of your efforts in being interested in the prospect and what the prospect is saying and or communicating.

This is a 2-ways universe. What goes around comes around. So you want to get the prospect to be interested in what you are saying and or selling, be interested in them first!

Listen to them so you can talk to them.

Care about them so they can care about you.

Give them importance so they can give you importance when needed.

Simple as that!

So how can you be interested?

-Pay attention to the prospect!

-Take your time to REALLY understand them!

-Dont just talk endlessly about yourself or your product! No matter how interesting you might find it, chances are it will be boring for the prospect.

-Treat your prospect as a VIP.

-Be happy for their successes, and sad for their losses.

-Be curious, ask questions!

-Adam Vizler -Definitive Cold Sales Course