

# ¿Hablas el mismo idioma que tus clientes?

**Shari LeDonne Frisinger, MAS**

**CornerStone Strategies, L.L.C.**

**[www.CornerStoneStrategiesLLC.com](http://www.CornerStoneStrategiesLLC.com)**

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## ***So What!***

How many times have you listened to a professional giving their self-introduction and thought “ho hum – I don’t need the services of <an attorney, a CPA, a web designer, a banker .... Fill in the blank> or zoned out until it was your turn or until this portion had been completed?

If you cannot find common ground with what they are saying, you cannot relate to them. And if you cannot relate to them, chances are you won’t do business with them. Many people talk as if their listener had the same interests as they did and knew exactly what they were talking about. If so, that would make a fairly boring world for all of us.

Have you ever had to re-introduce yourself because your listener did not remember your 30-second commercial? Does your self-introduction sound just like everyone else’s?

You have no more than seven seconds to get your listener’s attention. If you don’t appeal to them in that time, they will tune you out. If your 30-second commercial is just like everyone else’s, what separates you from your competition? Why should they suddenly decide to do business with you?

## ***Who Cares?***

You would be surprised at how many people are thinking this very thing when they hear you talk. In the back of their minds they probably simply want you to finish your spiel and sit down.

You are talking all about yourself, how great and wonderful you are, how terrific your product or service is, and the key reasons they should do business with you.

At this point you have probably lost them. You are not talking the same language as your client or prospect.

You have shown that you do not really know their interests ~ their motivations ~ or their needs. Probably not. You've kept the focus entirely on YOU.

**Unfortunately, and this is difficult to accept,  
it's not about you!**

## ***What Sets You Apart?***

When we talk, we talk about what we offer and we state it matter-of-factly. It is usually very cut and dry. We may not say much to differentiate ourselves from our competitors. We may use trendy trite words like 'high standards', 'excellent customer service', 'top of the line' and 'quick response'. Isn't this what all customers expect all the time? And how many other companies say the same thing?

Features are merely facts about us. An attorney offers legal advice. A CPA reviews your financials. A printer can print in full color. This is all quite boring.

We need to talk about what makes us unique, and how that uniqueness can help our listener solve a problem or make their life easier. We need to use the same words our customers or prospects use. We need to communicate that we 'feel their pain'.

Benefits are what you get as a result of using the services they provide. An attorney can keep you from the long arm of the law. A CPA can help you keep more of your hard earned money. A printer can bring your ideas to life.

A very key point to remember is this: People buy on emotion and justify with logic.

Taking it one step further, what solution to you provide? What challenges do you have experience remedying? This is where you can really make an impact ... describe the challenge vividly. Describe your solution equally as vividly.

Benefits tie in quite nicely to your 30-second commercial. They also are instrumental in your marketing materials. Let's look at this sentence [bolding is for emphasis]:

Let **me** introduce **my** company. **We** are a landscape company with over 15 years experience. **Our** technicians are highly trained ... blah blah blah **We** service others in your neighborhood and **we** can blah blah blah. Please call **us** if **you** would like to **us** to blah blah.

Doesn't do much for you does it? How about this sentence?

**Your** yard is the first impression people have of **you** and **your** neighborhood. Bright colors, lush grass, no weeds .... What a beautiful sight! **You** can easily be proud of **your** lawn! Simple return the postage-paid card and **we** will call **you** to schedule an appointment at **your** convenience. Soon **you** will enjoy the beauty **your** yard brings!

You are much more likely to get someone's attention with the second paragraph than the first. The primary difference? It's all about them! You have created a delightful experience. That is what you have to communicate.

## ***Your communication style***

Are you a detail person? Or do you see the big picture?

Do you want to be recognized, achieve a goal, complete a task, or keep everyone happy?

Is your focus on business issues or personal feelings? Have you been told you're blunt? Or you talk too much?

These are all part of your communication style. These 'parts' affect your values, your motivations and your fears. Your clients and prospects have their own values, motivations and fears.

Knowing why your clients do what they do can help you in many areas:

- ☞ Negotiating with them
- ☞ Making valid recommendations to them
- ☞ Saving you time and being more efficient
- ☞ Saving your client time
- ☞ Saving your client money
- ☞ And the list goes on and on ....

To relate to someone on their level is something that is rarely done. Listen to their story, their needs, their wants. The top salespeople will tell you that they talk only about 10% of the time. They put themselves in the other person's place and think like them, feel what they are feeling, and believe they encounter the same frustrations as their listener does. They are building that all-important rapport.

Once you identify with the listener and understand their needs, it is easier to relate to them. Then you are not 'selling' to them; you are helping them with a situation they have encountered. And you will be speaking to them in their language, addressing their fears and targeting their motivations.

How can you tell in a few minutes what your prospect is looking for? Here are some clues:

Do they talk fast?

Are they an extrovert?

Do they change the pitch and tone of their voice?

Do they focus on tasks?

Does their wall have certificates of achievements?

Do they talk in terms of hard deadlines?

Do they talk slowly?

Are they an introvert?

- Do they talk softly without much variety?
- Do they focus on people?
- Does their wall have family and friends pictures?
- Are their deadlines "whenever we get to it"?

There are four quadrants encased in a circle and everyone is a mix of two primary areas [generally speaking]:

1. If they talk fast and appear to be an extrovert, they like attention, adventure and action.
2. If they talk slowly and appear to be an introvert, they enjoy the status quo and won't make a quick decision.

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A. If they focus on tasks and have achievement-related items displayed, they are not much of a people-person.

B. If they talk about others and showcase themselves in groups, they are the 'touchy-feely' type.

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What does this have to do with benefits? People in each of the four areas above have their own set of rewards, and their own set of anxieties. Once you realize what encourages them to take action, you can tailor your words to be most effective.

For instance, if you know your prospect needs time to research your company and your products, you can provide them with websites and hardcopy literature for them to use in their research.

If your prospect wants "the quick and dirty", you can build a solid relationship by not reviewing all the details, but to give the bottom line figures and re-emphasizing the savings they would get.

For example, let's break it down, using the above bullet points:

- 1            They talk fast, walk fast and think fast
- 2            They are calm, thoughtful, prefer to listen
- A            They like facts and logic
- B            They like to be around people
  
- 1A           They are demanding, aggressive and want the bottom line
- 1B           They are friendly, optimistic and want group activities

- 2A They need details [and a lot of them], and time to assess the situation from all angles
- 2B They need the status quo and reassurance they are doing the right thing.

To tie this into benefits:

- 1A Tell me it'll save me time or money, and how much
- 1B Tell me how much my friends will envy me for having this
- 2A Tell me the failure rate and where I can read the research myself
- 2B Tell me it's has a long history and everyone is using it

Each person has their own set of buying triggers. By knowing these triggers and adapting what you offer to help them fulfill a need or resolve a problem, you will be solidifying that relationship and earning their respect.

### ***Shari LeDonne Frisinger, MAS***

Shari is President of CornerStone Strategies, L.L.C., a consulting firm specializing in communication, marketing and leadership development. Her clients range from small business owners to mid-sized company executives, working in areas such as powerful presentations, more comfortable public speaking, effective communications which ensure the correct message is transmitted and received, and successful leadership skills.

An inspiring motivational speaker, Shari's most popular topics are "The Brilliance of Mistakes" and "Communications Replugged!". A book with the same name is scheduled for publication in early 2009

*For more information on booklets and seminars, contact*

*CornerStone Strategies, L.L.C.  
P O Box 1982, Friendswood TX 77549  
281.992.4136 / 281.992.0517 for fax  
[Shari@CornerStoneStrategiesLLC.com](mailto:Shari@CornerStoneStrategiesLLC.com)  
[www.CornerStoneStrategiesLLC.com](http://www.CornerStoneStrategiesLLC.com)*