

Communicate Better & Create Clients for Life



Contrary to popular belief, nobody is a born salesperson, but everyone does have their own natural way of relating to others in the business world. Our communication and interpersonal skills determine how our clients perceive us and are of the utmost importance when it comes to building trust and rapport. Our innate tendencies are responsible for our greatest strengths and weaknesses as sales professionals, depending on how we choose to apply them in different situations.



Better communication could help you make even more favorable first impressions, close more deals and build lasting relationships that will lead to repeat business and referrals.

Our communication style is the way we inherently give information, which consequently is the same way we receive it. Because there are two common but very different styles, it's important to remember that there are many people who might not fully connect with you unless you make a conscious effort to speak to them in the manner that naturally appeals to them.

When it comes to how we relate to others, of course there are many personal attributes that come into play. As a guideline, however, most people typically fall into one of two distinctive communication styles that we describe as follows:

Motivators are verbally dynamic influencers who are often able to persuade people to make decisions. Their strengths are their abilities to offer clarity to others and create win-win situations. A possible disadvantage is that they can be perceived as too pushy or manipulative if they do not listen and adjust to those who have different communication needs.

Facilitators have the ability to create a comfortable environment in which people can make their own decisions. They are noticeably respectful of the opinions, desires and goals of others and want to help them achieve those goals. Their potential challenge is that they can sometimes be seen as passive or indifferent by those who seek effective guidance.

Consider this strategy to fine-tune your communication and sales skills:

Start by becoming aware of your own natural tendencies, listen for how your clients communicate, and then practice adapting your style to meet their needs.



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Adopt the Style that Suits Your Client

First: Understand your own style.

Think about which of these two profiles you identify with the most:

Motivator agents are usually happy to offer their expert opinion on what they feel is the best option, but they could possibly benefit from listening more carefully to their clients' expressed wishes. They are always ready to ask for the business, but sometimes they may need to moderate the timing of asking so they do not appear to be putting their own interests ahead of their clients'.

Facilitator agents are good listeners and are often able to gain a clear understanding of clients' needs, both spoken and unspoken. They tend to present all of the available options but may hesitate to provide their own opinion. They could take better advantage of opportunities to demonstrate their knowledge and leadership, and also ask for business more often.

Next: Identify the communication style of each individual client.

Discover how they prefer to do business by asking clients, "Can you tell me about a positive experience you've had with a salesperson—not necessarily a real estate agent—in the past?" Listening carefully to their responses will give you a good idea of how they would like to be served.

Motivator Responses

"We had fun negotiating the deal."

"We got it done quickly."

"She was available to advise us on how to handle the situation."

"He showed me the best buy and encouraged me to go for it."

Facilitator Responses

"He made me feel comfortable."

"She presented options I would not have considered on my own."

"He didn't pressure me to make a decision."

"She was respectful of my needs."

Ultimately: Adjust your style to best serve each individual client.

The primary goal is for your clients to think of you as a professional who understands their unique needs and works to meet them. When you adjust your approach, there is less chance that you will be misjudged as either pushy or unmotivated.

Clients who are motivators usually want to cut to the chase and will be open to your advice, so feel free to offer your expertise and provide an opinion.

Facilitator clients usually want to weigh all of their options, so provide the information they need to make a sound decision, ask what they think, and acknowledge their concerns.

