

ATTRACTION SALES

Can you guess the amount of **business opportunities wasted** just because there was no „chemistry“? Because the salesperson and the client couldn't „connect“?

We live in the time of “very similar products”. One salesperson is just like the other. They are prepared about their products and their own companies. They recite the USPs by heart, and ask one open question after the other. Their clients won't even remember them after a few hours.

The reason for being easily forgettable is simple: they were trained to the good old sales techniques: Attention-Interest-Desire-Action (or AIDA) or Feature-Advantage-Benefit (FAB).

One salesperson is just like the other. **We developed the Attraction Sales for those, who want to stand out.** Customers nowadays do not choose a company because it offers great products.

We are living in an entertainment society. We remember that one story a charismatic Everest-climber told us in his speech at a fiscal conference, but we don't remember the contents of the slides of previous presentations.

Similarly, customers had developed a wide range of defense-mechanisms against typical sales methods. They are drawn by the energy and personality of a salesperson who goes beyond selling, and negotiating with him is simply an **experience**. Naturally at one point in the process, you have to cite the benefits of your product but **not in the usual manner...**

That is the essence of Attraction sales. More attractive salespeople mean more business.

Attraction isn't a choice.