

Market Like You Date and Score

Stop Trying to Impress and Court Your Prospect Now Before You Lose Credibility

Remember that first date? Sitting across a table from each other in a low-lit restaurant. I was so nervous, that the waitress was a reprieve. Unlike some of my friends, I had no script. If I had one - I would forget anyway.

Her crystal blue eyes had me in a trance (it wasn't that dark). Like most people, who focus on themselves instead of the other person....

I froze.

Didn't know what to ask. Was intimidated since she was attractive. Couldn't think of anything to say about myself (couldn't think period). I said something but it came out wrong. Why? Because I thought she was out of my league.

We don't feel like that when we're talking to prospects. Right?

The Wingman

I was shy, okay. Shy guys become wingmen. You are the social proof, the one who has your pal's back...and the one who doesn't get the girl. But you learn a lot from your buddy. What to do - and what not to do.

Maybe you're more like the guys I knew who thought they were more engaging. They would talk a lot about themselves. **Boring**. No matter how many great features they had - it got old when there were too many.

The girl never had a chance to say, "What's in it for me?"

Have you been on either side of this date? You're wondering, "When am I going to get a chance to talk?" But then, "What am I going to say?" If you've been doing the talking - "When is she going to say something?"

One "friend" couldn't stop talking. He sold himself as Casanova - lots of satisfied lovers (not that many), satisfaction guaranteed. The woman eased away in relief when a pause came. My friend turned to me and said, "I think she likes me."

This is called...

DELUSIONAL

Is there a lot of delusional in business today? It may be the main cause of failure. It's one thing to have a vision, a plan, a goal. It's another to ignore what's not working and to keep doing it because you're comfortable with it.

I was never good at sales or dating when I was younger. Why?

I was focused on how to sell myself - like I had to fix myself. Even then I felt unworthy. Because I wasn't focusing on them which gave me guilt. What if it works out but then fails? You may not realize, but you may be thinking this.

Your behavior in romance or business might be based on **Fear**.

But I Like It

Men and women seem to like – no love – being seduced. It feels good. The same thing seems to be happening in business. You are sold on a slick looking campaign or fancy website. But you don't know why it's not converting.

You may have even spent big money on these marketing strategies to make your company look good. That makes it a big investment you don't want to let go of.

And what if you admit it's not working? Change is going into the unknown. Change is frightening. What if it doesn't work out and you look bad?

That's why most people who have been in a previous relationship – Hate dating even more. Your way of doing businesses with long time clients mirrors this. Which is why many businesses don't keep up with current trends.

Your old customers fade away and need to be replaced with new ones. Do you come up with a brand new marketing campaign? No you try to repurpose the old one. Why? Because that's who you are.

Shift Your Focus Now

You need to win over your prospects not your own hormones. Results come from focusing on three important traits – of theirs:

- 1. Who is she? It's not all about the physical or their checkbook.**
2. What does she want? Learn this without focusing on your wants/needs.
- 3. What gets her motor going? Here's where tension comes in.**

I've known the best in sales and seduction. They use all three to close.

How do you find these three? Listen. Not to get immediate results but to find out who she is. You want her to succeed with what you can give her. And you want her to get it as soon as possible but using patience.

"But all I want is a quickie." Then there will be nothing unique about yourself. Stop reading this article and head for the drive thru. Otherwise...

Start a Conversation

The salesman who worked in my late grandfather's shoe store had the best opening. "How can I help you?" It's about the customer, the prospect, the other person. It's about service. Yes, you serve even in a personal relationship.

You want a warm connection with someone else personal or professional? Remove the fear that's blocking you. Remove the self-centering. Remove the immediate gratification. Act like this could be a long friendship.

That means you have to **RELATE**.

This doesn't mean fall all over her, trying to convince her that you care. Again that is focusing on you and what you want. Trying to sell her that you're *sensitive*. She'll know it's not sincere and roll those eyes. Yeah, that's what it means.

You need to have something in common that connects both of you. A same shared experience. There has to be a same way about you that makes you seem *alike*. Believe it or not there will be something in your life that does just that.

There was a 1980 movie called "Used Cars." Kurt Russell played a caring yet shifty salesman whose favorite line was, "Trust me." His other favorite line was, "LIE." Another most memorable action in the movie was how he related to customers...

He talked to them in their jargon, their character. It wasn't sincere, it wasn't honest, it was over the top but he was so practiced they were comfortable with him. Yes, it was a movie. But it was a perfect example of how to relate.

Her Most Intimate Secret

Most important is to find what ignites her. You won't get this on a first conversation as everyone is guarded. Like I said, you have to relate first so she is comfortable.

Once she reveals what gets her excited, you don't jump on her. You gradually get her to up to her peek...and back down quick. "Why would I do that?"

The more you do that, the more it drives her crazy. Then she closes for you.

You're getting her to do what she wanted to do in the first place but was afraid. Just like you. "How does this apply to business?"

Imagine if businesses did this. There would be less bankruptcies. The Economy would always be booming. Instead they're like the guy or girl who stands on the edge of the dance floor waiting to be noticed.

That or bragging about themselves while getting drunk. Unfortunately, I had to drive them home. Stop being the wingman, stop spinning the sign on a curb, and get into the game.

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