

FOR IMMEDIATE RELEASE
February 1, 2008

Contact: Gail Rubin
505-265-7215, grpr@flash.net

ADOPT A CLEAN HEART POSITION TO IMPROVE SALES

Albuquerque, NM – In selling, adopting a Clean Heart Position will improve your results whether you sell ideas, services, or products. In the process, you can feel good about selling and see positive results.

“A Clean Heart Position is the sincere desire to see the prospect get what he or she wants, whether or not you or your service or product are involved,” says Lenann McGookey Gardner, a sales and marketing consultant and author of *Got Sales? The Complete Guide to Today’s Proven Methods for Selling Services* (Jarndyce & Jarndyce). “This sincerity and genuine interest helps generate the goodwill that leads to sales.”

“Getting a conversation to last long enough for a prospect to see the opportunity you represent is easier if you like the prospect, and show it,” says Gardner. “When you offer the opportunity to take advantage of something that can be of value to a prospect and help her get where she wants to go, this type of selling is a gift to those we are able to help.”

Gardner has shown thousands of people how a Clean Heart Position can improve their sales. Actions that help foster a Clean Heart Position include:

Focus on the prospect. Notice things you like about them, and keep those likable things – rather than the elements of their personality you dislike – in the front of your mind as you deal with them. Most importantly, find out what causes their business Pain. “Too many salespeople seem interested only in their own services, not in what their prospect is doing. That’s a shame, as you can connect so much better when you shift your interest to the other person,” says Gardner.

Be kind to yourself. When you are good at something and then discover you have to sell it to be successful, seeing yourself as the stereotype of a pushy salesperson hurts you. “The approaches that are most effective in selling today are kind, respectful, and non-manipulative. It’s easier to sell in that frame of mind and heart,” says Gardner.

Listen fully to the prospect. “When selling, we’re concerned with doing the kind of listening that causes a prospect to feel he or she has been heard and understood,” says Gardner. “It’s a noticing process, discovering that person’s emotions, and noticing the specific Pain they’re experiencing. Then you can inquire about what you’ve noticed, to understand them more fully.”

If it’s not the right fit, let it go. If the person with whom you are speaking has no Pain in areas in which you might be able to assist, he or she is not a prospect. “Remember that even if a prospect has a great situation now, that may not continue indefinitely. Make a pleasant, positive impression and keep in contact with a thank you note and by sending articles that may be of interest,” says Gardner. “Your goal, in these circumstances, is that the next time your prospect sees you, her reaction is “Oh, great, there’s (your name)!” rather than “Oh no, there’s (your name)!”

Lenann McGookey Gardner, a Harvard MBA and was the #1 sales rep at Xerox, offers keynote speeches on state-of-the-art selling and closing skills and executive and sales coaching for business success. Her book *Got Sales?* is the one guidebook highlighting all the latest research and data on what’s working now in contemporary selling. More information is available at www.YouCanSell.com.

###