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Technology Sales Success a Matter of Heart and Mind

Albuquerque, NM – Successfully selling technology services requires engaging both heart and mind, says Lenann McGookey Gardner, international expert on sales success. No matter what the technical product or service – research, laboratory services, technology transfer, IT, or any scientific endeavor – listening to prospects’ emotional responses as well as their intellectual statements is key to successful sales results in today’s marketplace.

Gardner, who became #1 worldwide sales rep at Xerox in her first year selling, notes, “The best listeners are generally the best salespeople. They hear the meaning behind the prospect’s words, can convey understanding and empathy, and thereby more fully engage the prospect in ways that can lead to successful partnerships and funding.”

Gardner offers the following tips for those selling technology products or services.

Notice emotional language and talk about it.

“Emotional language is a key to understanding prospects’ Pain – and what’s Painful to people are the things they are most likely to act to address,” says Gardner. “Whenever emotional language occurs, notice it and inquire or talk about it. You can spot emotional language easily when a prospect uses strong adjectives, saying things like ‘the stupid downtime,’ ‘the damned late shipments,’ or ‘the nutcase employee,’ but any sign of strong feeling should catch your attention as it’s a key to where help – perhaps your help – is most needed.”

Ask powerful questions.

Gardner says, “Neil Rackham’s research taught us that the most powerful questions to ask when you’re selling are ‘What does that problem, or that Pain, mean to you?’ and ‘If you solved that problem, or eliminated that Pain, what would that mean to you?’ Helping the

prospect tell you how the Pain hurts him or her gets to the truth of the situation, without your manipulating or making assumptions that may be wrong.”

Discuss possible alternatives.

“Sharon Drew Morgen, in her excellent book *Selling with Integrity*, suggests asking what other options your prospects are considering other than working with you. It’s better to have the discussion of the competition come up when we’re present than after we’ve left a meeting with a prospective client,” says Gardner. “If lots of options are under consideration, you may be able to ask about their criteria for choosing among possible suppliers. Many people won’t yet have thought through their criteria for choosing, and you may be able to influence criteria selection.”

Lenann McGookey Gardner offers keynote speeches on state-of-the-art selling and closing skills, executive and sales coaching for business success, and workshops. She has a Harvard MBA and her book *Got Sales? The Complete Guide to Today’s Proven Methods for Selling Services*, which was nominated for the Axiom Business Book Award as the best sales book of the last year, is the one guidebook highlighting all the recent research and data on what’s working now in contemporary selling. More information is available at www.YouCanSell.com.

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