

# Inside

## BUSINESS

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## The Canterbury Sales®

### The Salesperson as Poet - Presenting the Vision of What is Possible

By Andy Gole

Great poets express ideas and emotions beyond our day-to-day capacity. These poets activate and connect us with a dormant part of our humanity, helping us grow and experience life on a higher plane.

Great salespeople provide a similar function for their clients. Very often the prospect or client can't articulate what she needs. Particularly for the infrequent purchase, the prospect usually is not an expert. Very often, he focuses on surface issues – product/service features – or the economics of the sale: "I need your very best price – after all, I'm in a pennies business."

The great salesperson shows prospects the latent – or unexpressed – possibilities.

Economic history is the realization

***"The great salesperson shows prospects the latent – or unexpressed – possibilities. Economic history is the realization of latent demand – the fulfillment of possibilities."***

of latent demand – the fulfillment of possibilities. For instance, consider the:

1. Actual demand for automobiles in 1860.
2. Actual demand for computers in 1945 (worldwide demand was reportedly estimated at one computer).

There was immense latent demand for both automobiles and computers. These latent demands were activated when: (1) new technologies made the innovations economical and (2) the message was effectively communicated to the target audience.

Great salespeople play the latter role – they convey the possibilities, the vision, to the prospect. It doesn't take a game-changing innovation like the computer to invoke the salesperson as poet – as visionary.

Consider the classic dichotomy of builder's grade vs. quality – also known as first cost vs. total cost. The buyer often has a short-term orientation: the money spent today. Thus, he focuses on first cost.

But most purchases have a future benefit or impact. Conceptually, this impact is not

as obvious.

It's the salesperson's job to show the prospect the long-term impact of the decision – to consider the total cost. It is his or her job to show the prospect the difference between:

1. Doing it right – minimizing total cost with quality versus...
2. Doing it repeatedly by focusing on the short-term and buying low-cost builder's grade.

Whereas the marketer does this en masse, the salesperson does this "belly to belly," in the trenches, one person at a time – the most effective method of persuasion.

If the customer buys low-quality builder's grade and suffers the consequences, there was a failure somewhere in selling.

The salesperson failed to rise to her role as poet.

Historically, nations acknowledged great poets as "Poet Laureates." Our economic well-being would be substantially enhanced if we also designated great salespeople as "Salesperson Laureates."



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Andy Gole has taught selling skills for 17 years. He started three businesses and has made approximately 4,000 sales calls, selling both B2B and B2C. He invented a selling process, Urgency Based Selling®, with which he can typically help companies double their closing or conversion ratio. Learn more about Andy's method at [www.bombadillc.com](http://www.bombadillc.com) or by calling him at 201.415.3447.