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A Story with a Painfully Happy Ending

Nicholas Pollak / July 3, 2011 /

[OP-ED \(http://www.thefrontpageonline.com/category/op-ed\)](http://www.thefrontpageonline.com/category/op-ed)



left|Nicholas D. Pollak||no_popup[/img]While waiting for a client to arrive a few days ago, I decided, as I always do, to spend a moment thinking how I could help her.

I read long ago that one should take time before a meeting to review how you could help the person. Besides, hypnotherapy, this applies to sales and numerous other areas.

People more concerned with getting what they want out of a meeting are generally less successful.

I am sure anyone in the sales arena has discovered that when plagued by his thoughts about what he needs.

Needing a sale to meet a target or earn a monthly commission one can forget the client wants to gain something also.

As the salesperson, should you forget you are there to help a client obtain what he wants, ultimately that salesperson will not succeed. Clients pick up on whether the salesperson is there to help himself or a client.

It Really Works

I read in “The One-Minute Salesperson” that a person will have more success and financial stability when he spends less time thinking about what he wants and more about how to help another person achieve what he desires.

To be successful in any field requires that an individual find out what a client wants and what will motivate the client to buy. Offering reduced pricing is not always the answer. Generally have the client become keen on the idea of the product, seeing how it will assist in gaining what the person wants. One way is to offer a potential client the use of the product for a limited period.

For example: A salesman trying to sell a metal manufacturer a new steel press. The owner was putting up severe resistance. He could not see the financial and production benefits. Take the machine for 30 days at no charge, aid the salesman. See how it will fit in.

After 30 days, the chief floor technician found they had streamlined their production process and were producing 20 percent more in 35 percent less time.

What a Surprise

The owner was not aware of this. When the salesperson came to check, the owner still declined to buy it.

The next day the truck arrived to take the equipment away but the chief technician immediately saw what was happening and rushed to see his boss. When the boss heard about the success of the machine, he changed his mind and kept it.

The salesperson had learned that by giving the company the opportunity to use the machine the company became used to it and its production line value and no longer could do without it. The owner of the company bought it.

Changing your attitude puts you in the path to acts of selflessness that never are forgotten. Important, you never know what that person may someday do for you.

My wife has been trying to do business with a company, but she has not been successful in reaching the president. Recently at a convention, the company was represented there. While my wife was talking to someone in a display booth, a man who walked by was hunched over in apparent pain.

Catching up to him, I asked to help to alleviate his pain. He was in bad back pain, he said, because he may have slept wrong and have slept wrong and had a pinched nerve.

After 20 minutes with him, the pain was gone. I asked his name. Imagine my surprise when he told me he was president of the company my wife has been trying to contact. I had no clue who he was when I helped him. Now he has set an appointment to see my wife for her to demonstrate her product to him.

When you remember to think less of what you want and more of how to help others, life becomes interesting in ways you may not have imagined.

If you have any questions please do not hesitate to contact me by telephone, 310.204.3321 or by email at nickpollak@hypnotherapy4you.net (<mailto:nickpollak@hypnotherapy4you.net>). See my website at www.hypnotherapy4you.net (<http://www.hypnotherapy4you.net/>)



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