

“THE TIME OF YOUR LIFE”

(If you love what you do and it shows, clients will gravitate toward your firm.)

Early in my sales career, when I asked for some sales advice, a seasoned salesman told me: “Have fun and let clients know it.” He makes a great point.

Have you ever met someone who really seemed to be enjoying life? You likely felt a curious attraction to the person. What did this person know that you didn’t? What was her daily routine? Was he eating right or exercising? Did she have an extremely satisfying family life? Was it his church community, or had he discovered some form of meditation that gave him a positive daily outlook on life?

Perhaps it was her vocation. Maybe she found her passion—something fulfilling and uniquely tailored to her talents and interests. It could be a hobby such as making custom furniture, toys, or dolls, or an outside interest such as non-profit work. Or maybe she was able to turn that hobby or non-profit work into a full-time job.

You can generate this same sense of curiosity among your clients. How? As you interact in professional circles, enjoy the experience of representing your firm. Speak with genuine affinity for your job, the work environment, your co-workers, the culture, the camaraderie, the passion for client service, and the balance between work and family values.

When you do this, potential clients will be drawn to you. They’ll want to see what magic takes place behind the curtain, to peak inside the black box, and to see what you’re putting in the water at your office that makes your employees so enthusiastic about the firm. And curiosity is a strong motivator. They’ll know that by becoming a client, they’ll get to see firsthand how your firm operates. They’ll get a sense of what makes it click, and they’ll feel as though they are part of your corporate culture.

Perhaps they feel something is missing with regard to the experience of working for their own company, and they’re looking to fill that void. The experience of becoming your client and enjoying

your firm's culture could fill that void for them. But they'll never seek to fill that void with your firm if you're griping about the same work issues they're griping about.

Earlier we discussed the importance of accentuating the positives of your firm when speaking to clients. The point here is that you must go beyond that. You must also embody those qualities. Ask yourself: "If the only thing a prospective client could use to judge my firm was me—my attitude, demeanor, and enthusiasm—what would they think?"

So enjoy the experience, and your clients will want to as well.

ABOUT THE AUTHOR:

This article is an adapted excerpt from *Selling the Fuzzy Widget: Secrets of Selling Professional Services* by Craig Cortello. Craig is the President and founder of Fuzzy Widget Sales Solutions, a sales consulting and training firm dedicated to serving professional service industries. He is also the National Sales Manager of Trinity Consultants, a nationwide environmental consulting firm, an author, an entrepreneur, a Rotarian, a husband & father, and an accomplished musician.

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