

## **Focus on the Customer and You Will Close the Deal**

It's not easy being a successful salesperson, but something worth having certainly takes work. One thing that all good salespeople know is that you have to keep your eye on the ball. The problem is that the ball is constantly on the move. Often, there is more than one ball in play at the same time. Sometimes, the ball goes missing for days at a time. During all of this the professional salesperson has to keep their cool and keep their mind in the game. The only way they can accomplish this is through the use of focus.

Focus is an extremely important mental trait for any salesperson to develop. It's so necessary that it can be said that no up and coming salesperson can reach the top echelon in their field without it. So, if focus is so important, what exactly is it?

In a nutshell focus is the mental ability to ignore what's unimportant and concentrate on what is important, to the exclusion of everything else. Picture yourself looking at one object in a field of objects very intently. That intensity is mental focus.

A potential customer is someone with a problem that they need solved or a need that they want met. Your job as a salesperson is to determine what that problem or need is. Once you have that information, you are going to be able to sell them the product or the service that will solve the problem or meet the need. The question is, how do you figure out exactly what the potential customer wants?

This is where your mental focus comes into play. Yet, before you can use that focus, you need to decide what is more important, the potential customer's problem or need or your personal desire to make a sale?

The answer, of course, is the customer. In sales, the customer is king and nowhere more so than in the situation where you need to know what the customer wants in order to close the sale. The answer, of course, is to focus on the customer to the exclusion of everything else.

When you focus on the customer first, you can begin to see what it is that they want. When you ask them questions about their problem or need, what needs to

be done becomes clear. All you need to do to accomplish this is to put the customer first, behind your personal need for gain.