

The connection with customer

Business



The salesperson smiled a lot and answered all of my questions about the property in great detail. Dan was not pushy; he let me think over the decision. When I told him I needed more time to think, he was respectful and gave me some paperwork to consider in my decision. His last attempt to close the deal was to tell me that if I signed their contract today, I could be in a new apartment tomorrow. I thanked him and said goodbye.

The next salesperson I talked to was another on-site salesperson named Mark. This was at a retail clothing store with a lot of different departments. Compared to Dan, Mark seemed rushed and nervous. I asked him about finding some good chino pants, and he looked and saw that I was already carrying a jacket, and then told me, to my surprise, that I would have to leave the sports jacket with him, and then go upstairs to look at chinos. I told Mark that I was going to take my jacket with me, because I was going to buy it, and that I wanted to do this while looking at chinos. He appeared flustered at this. As he was getting more flustered, I told him that I could leave the sports jacket with him, but that I probably wouldn't buy it. He seemed OK with this. Then, another salesperson stepped in and told me where I could take the elevator to the chinos section. I said to Mark, "That's all you needed to tell me, right there."

These were two very different experiences. Mark was not effective, and Dan was. Dan was not pushy, and Mark was. Dan did not act nervous or flustered. He was more interested in what I could do, and getting me to say "yes." Mark was more interested in what I couldn't do and kept saying "no" to me. I responded very differently to these two salespeople. When I am in contact

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with a salesperson, I am looking for someone who is relaxed, calm, confident, and informative.