

## Why are salesmen who sell good products bad salesmen?

Have you ever had the experience to met someone who sold you something very good you bloody want? In the automotive industry a common joke says how bad salesman the Ferrari's salespeople are. Why? Because those who want to buy a Ferrari do not change their idea even if you slap them in the face!!

If you have experienced a bad purchasing process by a salesperson you didn't like, maybe you were buying products or services that are almost unique, otherwise you wouldn't have closed that deal.

What you expect during the buying process strongly depends on the importance of the products or services you are going to buy. The more strategic is the purchasing, the more attention you will put on the buying process, the more critic will be the role of the salesperson.



Even if we cannot list the all requirements for a good process, we find it easy to recognise when the person in front of us is not authentic, or his/her behaviour misses out on respecting about our ideas, needs and values, notwithstanding that it could be a little bit more difficult to understand our counterpart's reliability as well as his hidden intentions. That's why we get the surface clues as judgement's parameters: when the interpersonal relationship has problems and we do not feel comfortable, we do not proceed to buy.



Like Robert Cialdini has taught us very well, the Persuasion's Law has its principles and the ones who can manage them at the best in an inner, authentic, smooth fashion, will be more reliable people.

How to manage the persuasion principles staying connected to our own values, beliefs and behaviours is a matter can be taught. It can be learnt mainly by how we overcome complexities and troubles we are experiencing.

Who has a smooth life, an easy job and does not meet problems, too often can't learn what does it means to manage difficulties: **"on a smooth sea no one become a good sailor"**. Facing problems and trying hard to succeed is the path which changes our beliefs and gives us the opportunity to learn more effective behaviours.

So, when you are looking for good people, if you check the ones who have experienced life's troubles and have learned good behaviours overcoming them, you could have more possibilities to find good, reliable people, because they know how to manage problems and they became resilient against life's hits.

In the same way, salesmen who have overcome difficulties to sell successfully in a troubled, competitive market, have learnt how to care about people under their own skin, how to behave reliably, how to maintain promises. Finally, how to be responsible: able to respond properly to any situation.

