



WHAT KEEPS JUNGLE ANIMALS ALIVE WILL GET US EATEN IN SALES

6 strategies for making yourself memorable and influencing your prospects

Sales Presentation Trainer, speech coach and keynote speaker
PATRICIA FRIPP offers you advice for improving
your sales pitch.



During a speaking engagement in South Africa earlier in my career, I had the opportunity to go on a safari at a wild game park. Bundled up in layers of clothes and piled into enormous jeeps, the group was treated to the full exotic experience: zebras, giraffes, elephants, rhinos and monkeys. They were every bit as magnificent as you would expect.

It occurred to me afterward that what keeps those animals alive in their jungle can get us eaten alive in ours. As sales professionals, we know that you can't lurk in the tall grass or hide in the trees while someone else takes center stage, nor can you be so aggressive that you scare away your dinner.

Being powerfully persuasive means being distinctive and memorable. Here are six strategies that I recommend to my clients to accomplish exactly that:

1. Get past "who cares syndrome." If you truly want to influence others, you have to realize that your prospects don't care about you or your product or service.

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Now listen, and write down the client's exact words as far as the situation and solution. When it's appropriate in your next sales presentation or conversation, incorporate that story like this: "If you were to call Client Y, she would tell you, 'We didn't believe it was possible for a company to come in this fast, have this impact and not inconvenience our place of business. They exceeded our expectations across the board.'"

Presenting the third-party perspective, in the person's own words, is dramatically far more persuasive than saying, "We exceeded their expectations with our creativity and speed."

5. Improve your average. Occasionally you'll be great—but you want to make sure that even an average day is better than your competition's. My recommendation is to put what you are saying in your important conversations and presentations under a magnifying glass.

Do you regularly record and review your pitches? During sales training sessions, do you videotape yourself? You may be surprised at what you see and hear. When you practice, aim for smooth and natural—don't write and memorize the perfect presentation if it doesn't sound like you. Authenticity wins every time.

6. Make prospects do their own math. In a way, this ties back to #1 and the art of conversation. When you first get a call or email inquiry, you need to walk prospects through a pain-point progression: Why did they contact you? How much money are they losing or leaving on the table in their current state of affairs? How much could your product or service make them or save them?

The key is you already know the answer—but you still make them do the math. If they're spending \$1 million a year, and your service could save them 50%, you want the words "Oh, wow—this could give us an extra \$500,000 a year; that's 10 full-time employees" to come out of their mouths, not yours.

Your mission in the eventual pitch is to make them remember that problem, using their own words—and more important, have them recognize that you're the right one to solve it.



Patricia Fripp CSP, CPAE, is an award-winning keynote speaker, business presentation expert, sales presentation skills trainer, and in-demand speech coach to executives and celebrity speakers. Kiplinger's Personal Finance identified Patricia Fripp Speaking School as one of the best ways you can invest in your career. She recently launched [Fripp Virtual Training](#), which provides customized presentation skills training for sales professionals seeking to improve their powers of persuasion.



Life is a series of sales situations, and sometimes it's a jungle out there. Without consistency from day to day in your presentations, there is no true quality. That takes structure, planning and practice.

When it's game time, if you sound identical to the competition, you have no advantage—so set yourself apart by asking questions that nobody else does, and then listening carefully to the specific language in the answers. From there, incorporating real-life examples from satisfied clients and using your prospect's own words will create a lasting, persuasive impression.