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# **CHUCK TALK: Don't be left behind in sales revolution**

## **Days of 'hard sell' are long gone; time to pull instead of pushing**

**BY CHUCK MACHE**

The new sales revolution is here, and we're all a part of it.

Walk up to the front door of most businesses, and you'll see a sign that says "No solicitors." Get too many phone calls from people trying to sell you something? No problem, just call an 800 number and get on the "do not call" list. Thinking of buying a car? Do all your homework on the Internet.

Selling, as we once knew it, is dying. And the hard-sell "pusher" that we once recognized as the stereotypical salesperson is dying right along with their archaic strategy.

Today, potential buyers are more sophisticated, intelligent and informed. Information is at their fingertips, and they are able to access it quickly. Because of this, they are armed and ready with far more options and limited time and patience.

You had better be good at what you do, because most potential customers have done their homework. Whether you are in an industry that sells directly to consumers or business to business, it's the buyers who are qualifying the salespeople, making sure that they are good enough to serve them. Buyers are sizing up the salesperson, matching the words that come out of their mouths against their own research. There's a revolution going on all right, and the switch has been flipped.

Pick an industry and choose a market segment, and you'll find the revolution in full force. The savvy marketers are focused on an attraction model that pulls customers in, rather than a push model that has salespeople spending hours and hours each day pounding the telephone and streets.

Old school hard-sell peddlers are quickly falling by the wayside. In fact, they're dead and they don't even know it. Worse yet is a management team that hasn't caught up to the revolution and is still operating under the push model of hard selling.

### **Are you 'old-school?'**

Old-school selling is a very intrusive invasion on the "target's" time. Buying, on the other hand, is done on the customers' time. Those companies and salespeople who have joined the revolution spend their time attracting buyers versus selling and pushing for new customers.

If you are in sales, here are a few warning signs that you are dead and you don't even know it:

- You spend the majority of your time cold calling.
- A key measurement by your manager is the amount of cold calls that you make.
- The entire marketing strategy of your organization is push, push, push.
- You and your peer group are proud of your ability to "pitch" your products and your hard-sell approach to closing customers.

Friends, if you fit into the above, you have a lot in common with the dinosaur and will come to intimately understand its plight.

On the other hand, here are some of the signs of a sales- and marketing-driven company that focuses on attracting or pulling in customers:

- The company has a detailed and clear customer profile.
- The company uses extensive marketing efforts designed to attract customers that meet the profile.
- The top salespeople are first and foremost relationship builders who focus on solving problems and meeting the needs of those they attract.
- The top salespeople are fully engaged in marketing efforts designed to promote their visibility and capture most customers via an attraction model.

In the old days, it was about "how many calls did you make today?" Push, push, push, push. Those days are dying. The new sales revolution is on us right now. Selling as we once knew it is on its last legs. Customers will buy on their timeline, not on the seller's.

The best salespeople will think strategically about their position in the market, their ability to attract their customer profile. Smart salespeople will focus on visibility as they promote their unique approach to meeting customers' needs. Smart salespeople will be there to pull their new customers in when they are ready to buy. They focus on solving problems for their customers – removing pain with their solution. I know all about hard-sell salespeople. I used to be one, but I joined the revolution.

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Chuck Mache, president of Chuck Mache Communications, is a speaker, consultant, executive coach and author of "The Four Kinds of Sales People: Your Personal Path to Breakthrough Achievement." Sign up for Chuck's complimentary monthly newsletter "Chuck Talk" at [www.chuckmache.com](http://www.chuckmache.com).