

## Sales Statement Series #9

### What is the last thing a client looks at as you leave and so what?

Sales is about creating a good first and last impression particularly with prospective clients who don't know you and may not be familiar with your products and services. If there is an inconsistency in what you say verses your appearance and behaviour **your chances of a sale is zero.**

When the client watches you leave they will tend to look at your back and as their eyes drop to refocus on their work the last thing they see is the heels of your shoes.

Well so what?

Back to inconsistency. If you are well dressed, speak and presents in a manner that impresses the client but as you leave they notice the heels of your shoes are scuffed and worn it **will send a contradictory signal to the client.**

The question from the client's point of view is "*will there be inconsistencies in the product or service I am considering?*" Clients get an emotional impression of a product or service through you so it is paramount to be consistent.

For more information on this subject or if you want to discuss your situation please contact Kurt Newman on 61 412 252 236 or email [kurt@salesconsultants.com.au](mailto:kurt@salesconsultants.com.au).



*Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increases sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.*

