

## Being Present to Make More Sales

With law degree in hand and years of consuming information, Alex was ready to tackle the business seminar on marketing. Entering the registration area, he barely made eye contact, but his vocal chords were fully engaged. His outfit consisted of items he found at thrift stores and he was delighted to tell anyone who would listen how he acquired each one for a bargain price.

Alex greeted the staff at the registration table with one of his well-rehearsed comments, and having received his nametag and workbook, he marched into the meeting room ready to promote his business. As he met other attendees, no matter what they said, he had a quick retort and deftly turned the conversation toward his area of expertise.

During the seminar Alex was quiet unless instructed to turn to a partner or small group and share on the idea just presented. Then nothing restrained his tongue. Oblivious of any other person's desire to talk, he plunged forth with his thoughts taking up most of the allotted time. He seemed unaware of how he dominated the discussion and consumed more than his fair share.

At breaks Alex talked almost continuously about his favorite subject – himself! By the end of the seminar, almost everyone knew who he was, although he probably had no idea the names or occupations of the other participants. What a waste of effort. He wanted new clients. That's why he came to this event. Many of the attendees could have used the legal services he offered. Yet no one reached out to him beyond that day.

Being smart is insufficient to earn people's trust. Controlling conversations is decidedly a turnoff. Lacking sensitivity to people's needs repels potential prospects. To acquire more business, Alex can start by learning how his personality style rubs others the wrong way. Only then will he be ready to take the next step of downplaying or discarding such traits, and shifting himself to match his prospect.

