

A Filter on Everything

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Hello and welcome to another Sales Skinny newsletter!

I want to talk about something we may find ourselves doing from time to time —“feature dumping.”

Salespeople can feel anxious and get carried away talking — we don’t ask questions, speak nonstop and assume our prospects understand everything we’ve said. We can avoid the “feature dump” stereotype and become a professional salesperson by asking questions, rather than statements and let the prospect do most of the talking. When the prospect talks, the focus shifts away from you and the fact that you’re trying to sell something.

Be careful to pay attention to what the prospect is saying. Don’t forget, both you and the prospect have paradigms. What are those?

To better understand paradigms, look at this picture and decide for yourself if the lady you see is young or old. Surprisingly, others may see the exact same picture differently and say the lady is old!

Paradigms are influenced by how we were raised, where we live, our age, our gender, our race or ethnicity and any other factors that might affect our worldview. For example, a person raised in Japan and a person raised in the United States might have different paradigms, or ways of viewing the world. This is similar to the way some of us see an older lady and some of us see a younger lady.

Imagine the difficulties associated with communication when you factor in paradigms. No wonder we have miscommunication every day with things as serious as war, politics or even sales because of paradigms! If someone talked about a red sports car, for instance, what does your paradigm bring to mind? I picture a Corvette, but you could’ve imagined a Ferrari. Consider this from a sales perspective — if I were the customer, you better try to sell me a red Corvette instead of the Ferrari!

We filter the phrases and words we hear through our paradigm and because of that, we each have different views of the world. We all have our own



perspective and see things our way. This isn’t necessarily bad, but we have to keep it in mind if we’re going to be great salespeople.

I’ll talk to you next month. Until then always remember, if you do not get the sale, you work for free!