

The Rhythm is going to get you

Its true that during the day we actually shrink in size. You knew that didn't you and it's actually true. Because when we're walking around, sitting down, our spinal column and other bones compress slightly with gravity. Only millimetres but it happens.

Also you knew that during the night when we're asleep we actually lose weight. Now how great is that, especially for me on a strict diet? It's only ounces but you burn calories just sleeping and perspiring and shuffling around slightly.

My final amazing fact for you to use to impress your friends at a dinner party is your hands. Did you know that everyone has one hand slightly smaller than the other. Incredible. Check it now and look for a very slight size difference. Amazing isn't it?

Anyway onto my point.

When we're selling or persuading or trying to convince someone on anything, we should be thinking the rhythm of three. We should try and always give 3 reasons for a customer to buy your product and you'll be more persuasive.

Why? Because rhythms of 3 are more elegant and more convincing than rhythms of 2 or 4. They just are.

Try doing a rhythm of 3 sales close.

“So you like this benefit
And you really felt that part was great
And the delivery date really suits you
Shall we go ahead today then?”

Works doesn't it? Elegant and very rapport selling. Also remember to place your most important benefit or argument at the end as this gives it more power and is more believable. Everything should come in a rhythm of 3.

Just to prove this. Your hands. There is no difference in size at all but the weight and height bits are totally true. The rhythm of 3 got you.

Gloria Estafan sang “The rhythm is going to get you” way back in the 1980's. The rhythm of 3 stills holds true today

Paul is an international speaker, trainer, author and coach based in the UK. He specialises in rapport selling and rapport sales management and can ignite his audiences large or small. Rapport selling gets more results.

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