

## How To Win People Over

You have a great idea that will increase revenue and improve profits, but you have a challenge on how to win over people. There will be the typical naysayers who will be able to say exactly why it will not work.

There may be supporters but can they overcome the negativity of the naysayers?

There are ways on how to win over people to help implement your great idea despite the negativity of naysayers.



Often people get carried away by a small group of people who are typically very supportive of initiatives that are rolled out.

These people do not need winning over.

On the other hand, there are the naysayers who typically know all the reasons why an initiative will fail and are resistant to management initiatives.

These people can really drain your enthusiasm and energy if you let their negativity get to you.

The good news is that you do not have to focus on the naysayers! The more you focus on them, the greater the power you are allowing this group.

Other than the supporters and the naysayers, there are a whole bunch of people, who form the greater number of your employees. The technique is to focus on these people.

They are neutral and with the right presentation of the initiative and the benefits it will bring to the organisation, this group of people can be won over to help you implement the initiative. Remember to make sure you include benefits to the individuals to motivate them in making it a success.

Of course, the supporters will be a great help in moving this forward. Once the resisters see the rest of the organisation supporting the initiative, there is little else they can do but to join in. If they really feel opposed to the idea, they may leave. That, however, may be better for the organisation.

While the group of people to focus on is a key part of the technique, it is crucial that the leader is mentally tough. This is a key ingredient in winning over people.

Mental toughness is the ability to remain internally focused, relaxed, determined and confident in the face of the external stress that you will face. You need to be able to perform at your peak even under pressure.

Be mentally tough. Be determined and persevere against whatever objections and the related stress that comes with it.

This is possible if you are convinced that the initiative you are planning has been thought through and thorough. Your sheer belief that it can succeed will give you the motivation and the mental strength to see it through.

In driving the initiative, it is best to work on things that you have full or at least limited control. It is also important to let go of things that you cannot change.

Another point to note will be not to create any more resistance than is necessary by controlling every aspect. While you provide guidance for delegated tasks, make sure that you give enough freedom.

If there is any resistance, do not take it personally. The resistance is targeted at the initiative or the extra work that needs to be done.



If it is against the initiative, take this as a good sign as people are actually giving thought to it. Take some time to study this and you might get some valuable feedback that will help you improve on the initiative.

Resistance to the extra work and needing to learn new things is normal in any organisation when change happens. Just go about your normal steps in managing change.

# Success Starts With A Plan

## 9 Marketing Tips

Everything successful starts with a plan and selling is no exception. It does not matter what you are selling. It can be insurance or real estate, advertising or cars.

It all requires networking at the highest level or just simply communicating with people either face to face or via any of the modern systems you like. It does not really matter but communicate you must.

We have all heard the story of the successful car salesman that sent out thank you notes, birthday cards and purchase anniversary cards to all his past clients and prospects.

A simple act with a subtle sales message embedded in it that produced a ton of business and made him very successful.

Of course there are scores of variations on this theme but very successful salespeople follow through and continue this year after year.

So plan to contact a specified number of people every day. Break it down into types of contacts and methods. Do not make it too difficult.

Ring ten new contacts or existing prospects (anybody you are not currently doing business with). Talk to two new people in a public place. Preferably people you have noticed on a regular basis like shop assistants or fellow commuters. Email any number of old clients with useful information.

In everything you do try to follow up. Always follow up current clients, no exceptions.

There is no secret to being successful. Just look successful and dress appropriately to look successful for your position. Talk like a successful person and believe you are successful without appearing arrogant.

Keep up the accumulation of contacts, most of them probably will not buy from you but they all talk to other people and your public awareness will grow exponentially.



Along with that will come the increasing success and wealth.

This is true of small town sales people and internet whizz kids. Get out there and get your name spread around. Garnish your reputation with a respected name for good service and valued advice.

Always remember the basics of honest dealing with people, a ready smile and remember to say thank you. Two very powerful words often forgotten these days.

Selling is not difficult or complicated and you should not make your plans difficult, otherwise it can get very hard to implement the plan you have decided on. You can put whatever you like in your plan.

But try to keep it simple. Keep working with it. At the beginning fine tune it or even change it. But when you have got it right use it throughout your sales career.

Plan, focus, follow through, succeed and enjoy a happy life.

Consider these factors when you next think about how to win over people for the next initiative or project that you want to launch.

**1. Repeat your key benefits in the beginning, middle, and end of your email, letter or brochure:** Tell your readers once, tell them again, and then tell them one more time. Remember, people buy benefits, not products.

**2. Use the "4 to 1" rule:** Your sales copy should contain four "you's" to every one "I." Customers want to hear about their number one priority themselves. One of the best ways to convey that you understand your customer's needs is to use plenty of "you" language.

**3. Use a stop-them-in-their-tracks headline or first sentence:** Some letters and emails benefit from a headline while others don't. Either the headline or first sentence must be very powerful in order to convince your prospects that your letter is worth reading.

**4. Use sub-headings liberally:** Subheadings help break up long blocks of copy. They also act as a "hot point" outline to pull the reader through the key ideas of your email or ad.

**5. Seize the reader's attention immediately:** Don't waste space building up to your blockbuster points. Start with them. You have only a paragraph or two to convince your prospects to keep reading your letter. Give them what they need to make sure they continue.

**6. Flatter your reader:** These days people are much more sophisticated when it comes to advertising. They know that you got their name from a mailing list. You can turn this fact to your advantage by using this kind of copy.

**7. Share some "inside" information:** Direct mail offers a perfect opportunity to appeal to a person's need to feel special. An ideal way to do this is to share some exclusive information. Make it clear that this offer is being made only to them.

**8. Issue a personal letter from the MD:** People like to deal with the person in charge. Using this type of personal message builds confidence.

**9. Never end a sentence at the bottom of a page in a sales letter:** Always use a broken sentence to carry your reader forward onto the next page of your letter or email.

**UKBA™**  
UK Business Advisors Ltd

**UK Business Advisors Limited**  
White House, 66 Altwood Road  
Maidenhead, Berkshire, SL6 4PZ  
Tel: 0333 444 8522 Fax: 0709 280 8482  
Email: [info@ukba.co.uk](mailto:info@ukba.co.uk) Web: [www.ukba.co.uk](http://www.ukba.co.uk)

**Next month: Achieving Results Through Processes :: Team Roles :: Handling Confrontation**