

## Is It Persuasion vs. Manipulation... or Something Else?

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This is an interesting topic. I believe that persuasion is a slightly better tactic than manipulation and yet does not really speak to what sales is all about.

**Network marketing, direct sales and all sales relationships are exactly that: a relationship-building process. Both persuasion and manipulation leave out a key ingredient in sales, which is service.**

The word *sales* comes from a Scandinavian word meaning 'to serve'. When sales representatives seek to persuade or manipulate the potential client or future consultant, the focus is on what they themselves personally want, not what the customer wants.

Good sales consultants, the salesperson who can literally sell ice to an Eskimo, are individuals who keep the focus on what the customer wants, not what the sales rep wants.

All sales consultants know that everyone is a lead. The philosophy that the really good reps operate under is that it is their job to figure out which need they can serve in each client. In the classic "sell ice to an Eskimo"

scenario, the salesperson discovers the need to build an igloo and then can sell ice to an Eskimo.

Using a series of questions and answers, a good salesperson can find out how they can help their prospect. I call it the **10 Second Rule**.

The **10 Second Rule** goes like this:

Share for 10 seconds or less and ask a question.

*Listen to the answer.*

Share for 10 seconds or less with clarifying information and ask another question.

*Listen to the answer.*

Share for 10 seconds or less with more clarifying information and ask another question

**Truly effective salespeople do not persuade or manipulate. They focus on their lead, customer or potential consultant and learn more about them and their needs, so that they can then offer them a solution in the form of a product, opportunity or service.**



**Deb Bixler**, Direct sales and marketing trainer, corporate consultant and motivational speaker, has been honored in the **2009 Direct Selling Power 50** and named as one of the most influential direct sellers in the world by the **Women Of Power 2009**. Deb is the **Direct Selling Women's Alliance** party plan adviser.

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