

Asking | Coach

You want to help others grow and improve. This trait is an integral part of who you are and comes across to those individuals you deal with. It is your nature to be on the lookout for ways to help others get better. You look for areas of potential improvement and are willing to offer help and suggestions to make those improvements possible. You are a natural trainer or teacher and enjoy helping your customers. You will do especially well at inservices, or customer training events. One-on-one opportunities to work with your customers will be especially effective for you.

Your developmental approach in dealing with your customers will build loyalty. But it will also help you in another way. You understand that development is a two-way street. If you are to put in time and effort, you expect to see your customers reciprocate. In a sense, the more you help, the more willing you become to ask them for a commitment. This is an important key to your asking effectively. After all, great coaches don't merely show a player how to improve, they also ask for a commitment from the player to put in the time and effort to get better. In the same way, your boldness in asking customers to buy from you will increase as you help them. And their likelihood of saying yes will also increase.

Collaboration Alert: From time to time, you may need to question if you are getting the return from your customers you deserve. If not think about directing you efforts elsewhere.

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The Science of Performance