

MAKE YOURSELF CLEAR

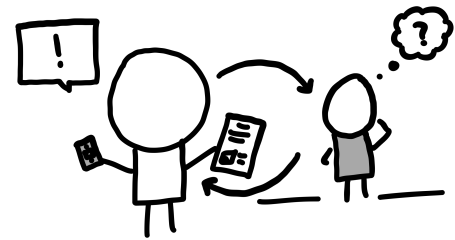
Knowing the Difference between Sellers and Sellers-as-Teachers

Good teachers help us to reduce errors in our thinking. They bring us closer to reality in ways that help us to see and act with greater clarity and leverage. In a sales sense, a good seller-as-teacher promotes symmetry in transactions, allowing buyers to make good decisions (good for them, good for the environment in which they operate, good for others, etc.).

When you meet salespeople—that is, when you meet specialists looking to hawk their wares or designated agents looking to hawk the wares of specialists—we encourage you to use the following questions to evaluate them.

Does the seller keep you off balance and even in a position of fear, or does the seller help you find balance and make calm and rational decisions?

Does the seller move quickly, hoping that speed will cause you to make an emotional decision, using the faulty parts of your brain, or does the seller move slowly, helping you to make an informed decision?



When you're evaluating whether or not to work with a salesperson, look for someone who will make you a more empowered consumer, someone who will be present for you in human ways when you most need human counsel. Look for people, too, who will make you aware of the range of choices in front of you. Look, in other words, for teachers.

CHECKLIST

Is the seller...

- making you a more empowered consumer?
- being present for you in human ways?
- making you aware of a range of choices?

If you can check all three, then you have most likely found yourself working with a seller-as-teacher.