



Mike Pagan Professional Speaker – Tips Sheet – There is no such thing as competition

I believe that more business is won and lost because of poor chemistry or relationships rather than competition.

Picture the scene where you are awaiting selection for a team at school (for those of you who can remember that far back!) Can you honestly say you were always picked first for the activities at school, be that the rugby, football or hockey team, or in the drama, debating or chess club? The chances are that you weren't and that is down to chemistry. You didn't click with everyone at school and you don't click with everyone in business. That is a fact of life and you need to accept it and go with it.

It's all about building the right relationships and developing chemistry.

Consider the last piece of business that you won and then contrast it with one that you didn't win. Then assess these areas from that meeting :

- 👉 How was the eye contact – did they look through you, over you or keep eye contact?
- 👉 What sort of body language was shown – comfortable, fidgety, relaxed?
- 👉 Was there a difference in the use of language? Too many four syllable words vs. everyday language?
- 👉 What was your intuition telling you at the time – your gut feel?
- 👉 Did you have a burning desire to do business with this company or were you going through the motions?
- 👉 How desperate vs. driven were you to win the business?

Now understand that even though you had a competitive price, a quality product and a desire to do business you might have won one client and lost another. If you lost out to a competitor, was it down to your lack of chemistry and relationship?

Naturally this will not answer all scenarios, but it is worth seriously considering how well you build chemistry with your clients and prospective clients rather than blaming lost business always on the competition.

Good Luck growing your business.

Mike Pagan

Mike Pagan has been in business long enough to know what fails to happen often enough. He speaks on the following subjects:

A recent Soundbit from one of Mike Pagan's talks can be found at <http://www.mikepagan.com>

The Right Sales Pipeline - Mike believes companies should concentrate FULLY upon 4 or 5 key marketing methods in order to gain new clients.

Your A1 Clients - We all want them, but do we know who they are, when they buy and why they buy?

Celebrating Success - Not many businesses do. life's meant to be enjoyable, so is your business.

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