

Are you selling to the right or left side of the brain? When you are in a long presentation or meeting, do you remember more of the details covered or how you felt about the meeting? Maybe it's a bit of both, or like most people, you tend lean to one more than the other. So, what do you emphasize in your client meetings and how are they responding to you?

Scientists claim the left side of the brain is responsible for controlling the right side of the body. It also performs tasks that have to do with logic, such as in science and mathematics. On the other hand, the right hemisphere coordinates the left side of the body, and performs tasks that have to do with creativity and the arts.

We all feel the need to get every detail, fact and number on the table to make the argument for why we are right – the facts should speak for themselves, logical, right? Not necessarily. Remember our Sales Playbook session on personality types, based on your type of personality, you communicate in a certain way.

This week I was in a sales call and was spouting off all the facts and specifics on CollectX, thought I was killing it. However, the client was more of an expressive type, and I wasn't giving him the opportunity to absorb how he was feeling, express it and make the ideas his. When I realized I was blowing it, I slowed down and starting thinking about his right side – How is he feeling? What ideas / questions does he have? How do I enable him to express himself to walk away feeling good? The call went better from that point.

As we focus on getting our deals closed and securing client commitments, consider your client's personality type and right vs. left brain balance in your discussions, so they walk away feeling good.