

Boosting Sales Success: The Case for Leaving Phones at the Door

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My phone is always by my side. How about you? We're in the security industry, after all, and being on call 24/7/365 can be part of our job description. I spent years as the first person called when a subscriber needed help. Twenty years later I still check to be sure my phone is next to me before going to sleep.

I've also spent over thirty-five years in sales and can definitively say we need to pay attention to how our mobile phones play a role in the sales process. In sales, success hinges on the ability to forge strong connections, demonstrate unwavering professionalism, and maintain laser-focused attention on clients' needs. While it is of great benefit to capture the important visuals with our mobile phones during site visits, they can also be detrimental to the crucial early stages of the sales process.

There is a strong argument to be made against bringing a phone into any meeting, especially when it's just you and the prospect or client, which can be counter-productive to the ultimate goal of closing a deal. Be sure to read to the end to discover a better tool to use instead.

Undivided Attention

A significant advantage of leaving your phone outside is that it allows you to give your undivided attention to the client. In sales, building rapport and understanding your client's needs are crucial. When you are fully present, you pick up subtle cues, body language, and underlying concerns that might not be evident if you are distracted. Clients appreciate it when they feel heard and understood, and this attentiveness sets you apart from competitors who appear less engaged.

Professionalism and Respect

Not bringing your phone shows you value the client's time and are fully committed to the discussion at hand. Checking your phone, even briefly, can be perceived as rude and disrespectful. It suggests you are not entirely focused on the client and their concerns. Not having a phone conveys a powerful message: the client is your top priority.

Enhanced Focus and Productivity

Even phones set to vibrate are notorious for being sources of distraction. Notifications from emails, social media, and messages can interrupt your thought process and derail the flow of a meeting. Without these interruptions, you can maintain a clear and focused mind, leading to more productive and meaningful conversations. This uninterrupted focus allows you to better address the client's needs, present your solutions effectively, and navigate any objections or concerns they may have.

Build Trust and Credibility

Trust is the cornerstone of any successful sales relationship, particularly in the security industry. Clients need to trust that you are reliable, competent, and genuinely interested in helping them. They are more likely to trust someone who is fully engaged and dedicated to their success, rather than someone who appears easily distracted or disengaged.

Foster a Positive Meeting Environment

The presence of a mobile phone can subtly alter the dynamics of a meeting by creating an environment where participants are less engaged and more prone to distractions. If you check your phone, it invites your prospects to do the same. If they lose focus on what you're presenting, the opportunity for a sale may be lost without you even realizing it. Without phones, meetings tend to be more interactive and collaborative. Participants are more likely to contribute to discussions, share ideas, and engage in problem-solving.

In an era dominated by digital communication, face-to-face interaction remains a powerful tool in sales. Show that you value the human element of sales and are committed to building a genuine relationship with the client.

Instead...

Use a tablet rather than a phone and you can take photos, demo an app, display spec sheets or video clips, provide proposals, and sign contracts without worrying about incoming phone calls or other notifications affecting your sales process. A tablet does not have the same impact on the prospect that a phone does. Making this simple yet impactful choice, you can significantly improve your chances of success in sales and strengthen your relationships with clients.

*Audrey is a 35-year veteran of the electronic security industry who advises, trains, and coaches security sales teams and alarm dealers to achieve success. Her **Security Sales Academy** delivers online training and live coaching to participants to expand their skills, gain self-confidence, and increase sales. Audrey can be reached at www.audreypierson.com, 831-277-7447, or audrey@audreypierson.com*

