

SALES TACTICS: *Wielding Your Power*



*“In the power battle called
life, victory will go to those
who find the right
weapons and use them.”*



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Styles and Methods of Power

Power is the ability to get things done – your way. Sometimes, it's a direct order that you give, sometimes a suggestion you make, or a request or the asking of a favor; but the result (if you have power) is always that the other person acts and you derive a benefit from the other person's actions.

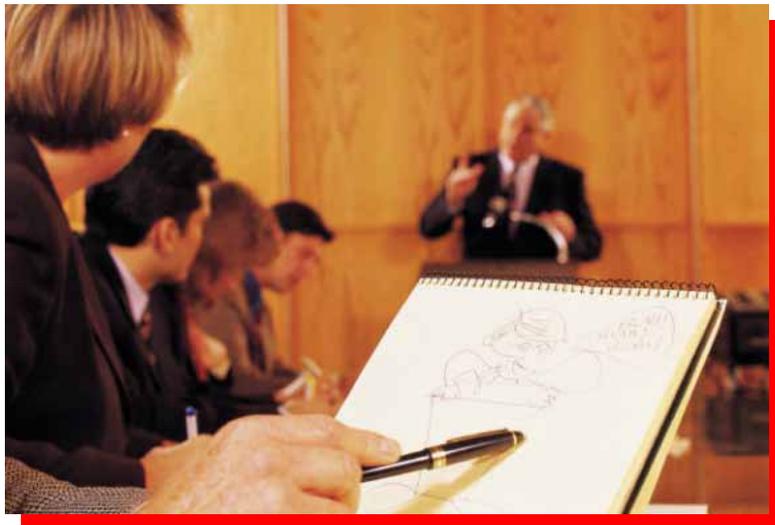


One can have power in many different ways. You have it over your employees because you pay their salaries. If you are an expert in a special field, it's because you know the best way to handle matters. In a legal dispute, it's because you have the law on your side. If you have credit cards, it can be part of your lifestyle to go into a store, hotel, or restaurant in any city and order whatever you wish. In politics, it's because folks will give you their votes, hoping that you'll work and succeed in getting the government to serve them in their area. And there's the power that derives from being talented, charming, and capable, of

being up-to-the-minute and knowledgeable, so people know that if they let you handle things for them or listen to your advice, they'll come out ahead.

One more aspect of power. This concerns competition. If all the world were fair and equal, one would have no need for the upper hand, for the advantage, for power. But, of course, the world isn't. Which often means that in a competitive situation, you cannot merely settle for an equal chance.

You must keep your eyes and ears, and indeed all your faculties, open for any clue or other tips that will move the balance in your favor. Whenever possible, make sure you get more than an equal chance.



Look the Part

People are impressed by how a man looks. They are often not aware of exactly why they treat one man like a VIP and another gets the bum's rush. Their reactions may be subliminal, below their conscious awareness. If you are well dressed, neatly groomed, hair trimmed, etc., and are driving a snazzy car, you will be well received; while a guy who is wearing sloppy clothes, unshaven and unclean, and who is driving an old heap, will hardly get any attention at all. Look as good as you can and back it up in other ways.



Add the other elements of power image too. Clothing – it is worth investing some money to be well dressed. Buy suits on time payments if you can (a credit car is very useful for this). That way, the clothes are helping to get power, and therefore money, for you while you are paying for them. Don't forget about the car you drive around in; if the one you have is not impressive, then rent one that is. Rental cars don't cost that much and driving a good one pays dividends in the power sphere.

Try to join clubs and organizations (business, social, political) that have important and influential members. If at first you can't become a member, then maneuver a member into taking you as his guest.

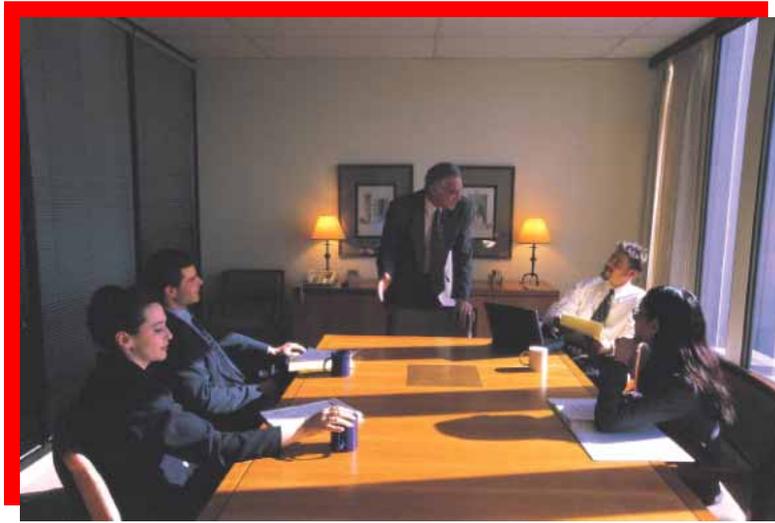


Money and power beget money and power – the more they think you have, the more you'll get.

We must repeat that, for most people, those who belong to the power elite are those that appear to belong to it. Unless recognized personally, a millionaire will be turned away from a classy restaurant if he's not well dressed.

Act the Part

There's another extremely important factor in appearing to already have money and power beyond what was mentioned above and that is your own manner of doing things. You must move, speak, and act power.



Have you ever met the grandson of a man who amassed a fortune and wondered how a grandfather who did so much could have a grandson who seems like such a weakling? It's true – that grandson could never get rich on his own. If he hadn't inherited his family's money, he would be poor because he's weak and incompetent. And it shows.

People who, like yourself, are capable of making money now, are those who can act in a strong style that almost seems to draw money like a magnet. Language, and the way you speak, can say as much as the ideas in your words. Equally important, however, is your body language, that is, the way you stand, walk, move and sit, and the gestures you make.

Be the One in Demand

Power isn't just you being able to call someone and tell him what to do. It's also other people calling you and asking for your business or wanting to associate with you.

If you are a person who seems to possess a wide knowledge of the world, and awareness of trends, if you are the early-bird who catches sight of opportunities first, if you are the person who is capable of handling many different kinds of situations, then people will seek you out. They will invite you to vacation at their country homes, to meet their influential associates, to join their social clubs and their business syndicates. And when they do, all of these will enhance your image of power, and widen your power base so you can zoom ahead even more.



By mere association to you, people assume that your power will spill over on them. Even though 'assuming' can be dangerous, it is not in this case. True assumption is the ultimate placebo motivator.

Fight for Power

Everything we have said so far will be useful in just about every situation, but when the struggle for power gets more intense, some other methods are needed. When the person(s) you are talking to has been open-minded and your powers of persuasion have been working from the moment you first started talking, the usual techniques can be used. But what if you are dealing with someone whose mind is closed to your ideas and influence from the start, or who feels he is in direct competition with you? Then things must be handled somewhat differently.



Most important, be in control of the situation at all times. If you feel your control is slipping, do something to regain it. You could do something vividly dramatic and totally bewildering to the other person, like suddenly shouting or pounding on your desk. Or you could press a secret buzzer to have someone rush in and interrupt when the other side is coming on too strong.

Never ever get into a power struggle when you are at any kind of a disadvantage, such as if you are tired or if the discussion turns to a subject in which the other guy is an expert. Always focus your own mental energy and project your thoughts into his mind. Look him in the eyes, try to gain his confidence. Always have a picture in your mind of a victory over this person bigger than the victory you need to achieve your aims. And whatever you do, do not lose. That is, if you realize you cannot beat him, then leave. It is better not to have a victory than to have a defeat.

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