



Corsini's Point of the Week™

APRIL 12, 2010

All Things Come to Those Who Bait Part 1 of 2

It's springtime, and we thought we'd lighten up a little ... and, like the world around us, grow a bit.

There's a lot of talk these days about using social media as a tool to strengthen your personal brand and connect with other people. If you are looking for a way to understand this important, growing communications tool better (or make it work for you), consider attending our [Introduction to Social Media Conference on Wednesday, April 28 from 8 a.m. to 12 p.m. at The Harbert Center](#). Click on the button on the right for more information.

This conference is part of how we are keeping the promise we made at the beginning of the year to **bring you positive and inspiring messages**. We'll continue this during the next two weeks with Points that are entertaining and informative and fun. With that said, **let's look at how sellin' is a little like fishin'**.

I love to fish. Whenever I'm asked to list my hobbies, fishing is always in the top three. I don't fish enough to be very proficient in the sport. In fact, I'll be absolutely authentic with you and just go ahead and say I'm a horrible fisherman. What I've learned over the years is that I really love being out on the water. Oftentimes it just so happens that I'm fishing while I'm out there. I do a lot of thinking while I'm out there not catching many fish. Recently, it occurred to me that **there are several correlations between professional anglers and rainmaker salespeople**.

- **Knowledge and experience increase your success.** Professional anglers understand what the fish want, where they most likely are and how to catch them. **They do everything they can to increase their chances of catching a prize. The same is true with rainmakers who explore every angle when it comes to customers.** They understand the customer's business and their specific needs. They figure out exactly who their customers are. And they know how to stand out from a crowded sales field by being a real partner in the customer's success.
- **They fish for big fish.** I've never heard of an award for "smallest fish caught" in a fishing tournament. Professional anglers fish for big fish. That's the prize. The big fish are elusive, but when they do catch the "big un'," the rewards, respect and admiration are great. The same holds true for rainmaker salespeople who can handle the big accounts. (Now in this anemic economy, I know there might not be many "big-fish" opportunities.) **The Point I'm making is that if all you do is focus on "small-fry" opportunities, you will not reach your goals. But we do acknowledge you have to take advantage of all viable opportunities.** After all, the winning anglers don't cull their catch unless the fish really is too small to keep. Things do add up.

Quote of the Week

"If you want fish, fish."
— German proverb

Introduction to Social Media Conference



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- **They vary the bait.** Pro anglers understand that what it takes to catch fish changes from day to day and sometimes from cast to cast. To increase their chances, they vary the bait. Sometimes they simultaneously use several rods with different lures. There are a couple of sales-worthy analogies here. First, **not everyone buys for the same reasons. Make sure you understand the reasons why people buy from you.** **Secondly, understand how people buy.** Some are interested only in bottom-line pricing; others want a workable, service-oriented relationship. Some want to go slow; others want just the facts. And finally, you need to vary your offerings. In this economy, value is everything so you might have to focus on offering lower-investment type services.

CORSINI'S POINT

Professional anglers and rainmaker salespeople share several success traits. First, the best of the best have a great understanding of their craft. They know what it takes to be successful, and they understand the current conditions. Also, they practice every day to get better at what they do. Second, they focus on catching big fish, but at the same time, they work at catching as many opportunities as they can. As long as they are focusing on fish that count, it all counts in the end. And finally, they understand that you have to vary the bait. Not all fish bite on the same bait. Customers also have various wants and needs. Fish (sell) accordingly.



Corsini Consulting Group, LLC

6 Office Park Circle, Suite 309 • Birmingham, AL 35223-2542
(205) 879-0432 • marc@corsini.com • www.corsini.com

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