

I, We, U: Three Words That Help To Build Credibility

I We U: How will these 3 words help you build credibility with potential buyers at the start of any meeting?

SPO Quick Sales Tip

I ? We? U?

I - is your "Purpose" or "Intent"

Example: Why I thought we could meet today is because.....
Most people like to know the reason for the meeting right away.
Show Respect for the other person's time.

We - is your Process... that involves them!

Example: We could use this time to....How does that sound?
Suggesting how to use the time and asking for feedback shows a desire to have a collaborative meeting and gets them speaking early and stops you entering monologue or presentation mode.

U - Outcomes for You or them!

Example: "And what I am hoping you will get out of this meeting is....
Show that you appreciate that they are giving some of their valuable time to you! Shared Knowledge or ideas are the most commonly expressed results.

Remember, I We U is all about leaving your potential buyer with a sense of control by having an understanding of: What the conversation is about = I , How the conversation with run= We and What they will get out of the conversation=U

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