

Putting some *Emotion* into Selling Green

By Mike Sawchuk

We have all attended seminars and read books that view selling as a science. The instructors and authors say selling can be as predictable as chemistry or biology. If you do *this*, they say, *that* will happen.

We all well know selling is much more than just a science. Selling may have one part science, but it also is one part art, another part luck, and a major part emotion. And this is especially true when selling Green cleaning products.

As we have discussed in these columns before, working with distributors all over North America I find that the ones most successfully selling environmentally preferable cleaning products that help protect human health are those that believe—deep down and emotionally—they are the right products for their customers and the industry.

The Power of Emotion

Never underestimate the power of emotion. Selling is an emotional profession. Emotions play a major role in how well we do our jobs and whether our customers trust us and believe in our products enough to buy from us.

However, emotions are raw energy, and we must never let them cloud our judgments or negatively affect our presentations with our clients. Instead, we must use emotions to clarify our purpose and be a driving force in our work. This is especially true when marketing Green cleaning products because many of our customers still have concerns about how effective the products are, whether they will cost more, or whether they will work as well as the conventional products they have used for years.

Some of the emotions salespeople experience, which can help them market environmentally preferable cleaning products, include:

Pride: When Green cleaning products were first introduced several years ago, many salespeople lowered their voice when they were discussing the items. They felt embarrassed because they knew many of these early products were costly and not that effective. Some even suspected the manufacturers had “self-declared” the products Green and felt uncomfortable promoting them as environmentally preferable. The result: the products sold poorly.

Salespeople must feel proud of what they sell and the manufacturers they represent. They must “wear” their brands with pride, walk with pride, and sell with pride. If salespeople are not proud of the products they sell, Green or not, or the manufacturers they represent, they owe it to their customers, themselves, and their employers to move on and find a product line they can be proud to offer.

Passion: Once I saw the president of a jansan manufacturing company demonstrate a new vacuum cleaner the company was just introducing. More than a year of engineering work had gone into the vacuum cleaner, and the company’s engineers had worked with a major hotel chain developing the machine. Everyone was proud of the end result. However, the company president was more than just proud of the vacuum cleaner—he had developed a passion for it. He believed that this vacuum cleaner was the best one available for end customers, and his passion for the machine helped make it a sales success.

Passion plays a major role when marketing Green cleaning products. It is an energy that emanates from your belief that what you are selling is good for the customer and, especially in the case of Green products, making a difference in the world we live in. And for salespeople, passion fuels conviction and is often infectious. Our customers soon share our enthusiasm for safer products for people and the environment—especially the ones we sell.

Joy: Viewing sales as just a science takes a lot of emotions out of selling—especially the joy of it. Successful distributors marketing Green cleaning products feel good about their accomplishments, especially if they have helped their clients transfer to safer products that have less impact on human health and the environment.

We should always feel joyful about our accomplishments. Feeling joy helps motivate us to do just as well, if not better, with the next customer. As salespeople, we should try to feel good as often as possible. It's good for the soul.

When calling on customers, tune in to your emotions. If you feel good about yourself and the Green cleaning products you sell, use these emotions to your advantage. Emotions are motivation. Your customers will notice your enthusiasm and want to be a part of it—as well as purchase the products you sell.