

Intuitive Selling - Using Your Intuition for Business Success

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Have you ever wondered why some people have an innate ability to have successful rapport with their clients and that the growing success of their business appears to be effortless? What is it that works so well for them? On a daily basis, you are greeted by thousands of pieces of information. It is important to be able to reinterpret what is crucial to your client. Two of the most useful tools is achieving clarity in knowing your client and using intuitive communication skills to maximize your influence on them.

Client Clarity

If you see the world as your client does, you will know what your client needs. Identify how your clients and future prospects process information and then use your intuitive communication skills to build trusting relationships. With the research that Richard Bandler and John Grinder have completed, called neurolinguistic programming (NLP), they have uncovered how people process their thoughts and language. There are three groups:

1. Visuals (*Seeing*): translate language and thoughts into pictures. Visuals need good eye contact and they will move their eyes rapidly as you are speaking to them. Visuals develop trust if they can see what you are selling. You will find that this group is approximately 35% of your prospects.

2. Auditories (*Hearing*): translate language into tones, pitches and voice inflections. They care mostly about how you say it. Auditories love the telephone and will most often put their hand up to their face while talking. Their voices are lower, rhythmic and softer. Auditories develop trust if they can hear appealing sounds. These folks make up approximately 25% of your prospect group.

3. Kinesthetics (*Feeling*): translate language and thoughts into feelings. When they are processing they will most often look down and to the right. They also make frequent pauses in their conversations. Kinesthetic people need to feel that they can trust you. These folks make up 40% of your prospect group.

When you take the time to be reflective about your client's profile you will see which category describes your client. This clarity will enable you to help in your business strategies.

Intuition Works

Once you have identified the type of prospective client you are dealing with you can further rely on your intuitive voice to bring forth the information that they need to know and identify the benefits that will be most useful. Using your intuition will enhance your communication skill set and bring forth positive results.

To be effective at sales you must be able to connect with your prospective clients. People buy from you when they trust you and by using your intuition you can develop that trusting relationship with ease. People are really buying trust when they choose to use your services or your products.

Developing Your Intuitive Voice & Intuitive Life Skills

I am sure we can all agree that at some point each of us has had an intuitive experience a knowing without knowing why! Practice is the key to developing and reclaiming your Intuitive voice. Here are some key steps that you can take to increase your intuitive voice for your selling success.

- Use creative meditations to visualize your success the day before you make your sales calls.
- Use positive self-talk; "I know that I know". Practicing this affirmation will build and reclaim your intuitive voice because it is in the practice of being intuitive that you can harness this tool.
- Your intuition will always respond to any questions you present. It works effectively when there is clarity in the question and the best time to pose the question is just prior to sleeping.
- Expect the unexpected and expect it to be wonderful because "Believing is seeing".

It is your responsibility to create a personal sense of safety for your intuitive voice. Take a few moments to access what gives you a personal sense of safety and make sure that you are incorporating these aspects into your daily routine.

When you take the time to understand who your client/ prospect is and you are willing to listen to your intuitive voice you will be able to provide your clients with awesome service. People want to buy trust and your intuitive voice can reflect back what your client/prospect wants.

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