

ATTITUDE - THE KEY INGREDIENT FRAMEWORK OF SUCCESS IN THE SALE

FLOREA IANC MARIA MIRABELA –
ASSISTANT PROFESSOR UNIVERSITY "CONSTANTIN BRANCUSI" FACULTY OF ECONOMICS,
ROMANIA
e-mail: mariamirabela04@gmail.com

Rezumat

The attitude sale is communicative! The other people in front of us communicate through verbal, or physical paraverbal that we are interested in the transaction or not. Convert the fact that it respects the other in front of us, in this case the client as a person and identity, or we do not.

It is already know, from studies about the fact that buying decision is made based on emotions or feelings. every time we have to may we, as buyers, a transaction of sale, our filters interior and meta-programs on which run the mental will reactivate moods negative or positive basis on which we decide to purchase or not .

Communication is a necessary request for any organization, in order to reach the imposed objectives, a sine qua non condition of its efficient functioning, in order to settle the most important inter-human relationships. The communication represents the premise in order to exercise the management activity and the management process functions. Only by means of an efficient communication are the planning and programming, the coordination and control, the motivation, consulting and active participation of the organization members possible, in order to accomplish the aimed goals. Every single moment belonging to the organization activity is based on the efficient communication, as a modality to focus and correlate the efforts.

Cuvinte cheie: attitude, communication, sales, decision

Clasificare JEL : A,A1

1. Introduction

The purpose of this article is to review the most important factors influencing the behavior and attitudes of the people in the sales. Addresses how people purchase decisions knows a great diversity because their reactions are very largely determined by environmental problems they live their lives. Complexity of people's attitudes can be explained by many factors that directly or indirectly influence the ultimate decision-making process of buying and consumption

We can say that the beginning and end of every manifestation of behavior are given in the general attitude of the individual. Attitudes are actually has the foundation of success. In most organizations, the attitude is not only considered a simple matter of morality, but also the essence of behaviors that lead to the expected performances. Attitude is very often the decisive factor to consider when hiring a person, and also to dismissal.

In other words, attitude is not what we think about ourselves, but what you get those around us as our deeds or words of. Our attitude is not an opinion about itself but is a behavior that we give to others.

The attitude is a personal choice and this is one of the most wonderful things that we have available. It's incredibly reassuring to know that my attitude is not dependent on anything or anyone else except my choice.

It is true some temperaments are prone to optimism, pessimism toward others. But again, it is the personal choice to decide your attitude!

Beyond the natural predispositions no one can believe that at one time having a certain attitude (positive or negative) it is intended for life. But again, it is the personal choice to decide your attitude!

"The ability defines what you can do. Motivation determines what you do. The attitude determines how well you do it "- Lou Holtz

2. Attitude sales

Within sales, it is always important to you simultaneously constant, for example, a hard and aggressive customer, the person in question has a quality: it implies; use it! or if you got sales manager and you face a staff manages to reach niche due to the concentration almost exclusiv the relationship with the client and care for calm it is not appropriate to consider an effort to remedy the agent's behavior as a struggle for a lost cause; handful it can be a sensitive and tolerant, empathetic and distributive attention, so observant and developed - these lists are among the qualities essential in sales.

The biggest problem is that we are used to issue gratuitous statements and assumptions regarding certain situations, things and people, to introduce the reasoning own and to consider them in decision-making processes, regardless of their chance to come true or no checks. always we look to distinguish between probable and possible. **We forget to think positive**

The sale in any areas not personal. Or maybe it is?! A negative attitude in sales will always inpinge to failure. Nobody likes to work with people negative. Only sometimes we realize that we ourselves negative attitudes.

Like a good sales professional, you can not allow such behavior to provide your customers; you always have to find a way for her positive influence on those around us, the people always communicate. I think you always brings a positive influencing the sales growth.[1.]

But how can you change anything? Mind power is the solution, and is often incredible. the brain has powers and abilities far greater than the degree in which they are used by an average person. If we want to improve our performances will have to follow few steps descriptive, namely:

- ✓ to analyze and measure primarily to behavior which have changed our personal;
- ✓ to fix some concrete change objectives;
- ✓ to determine the time that you make behavioral changes

In the general attitude is perceived as a mental filter through which we perceive the world. Some people have a filter optimistic and see the glass half full, others have a negative filter and see the glass half empty.[6]

As important differences between a positive and a negative attitude we highlight a few, namely:

- ✚ A person with a negative attitude focus on the PROBLEM.
- ✚ A person with a positive focus on SOLUTIONS.
- ✚ A person with a negative attitude thinks CAN NOT.
- ✚ A person with a positive attitude thinking: CAN.
- ✚ A person with a negative attitude finds countless others DAMAGES.
- ✚ A person with a positive attitude looking for the POSITIVE aspects of others.
- ✚ A person with a negative attitude focuses on DEPRIVATION.
- ✚ A person with a positive attitude is grateful HE HAS.
- ✚ A person with a negative attitude will always see OBSTACLES.
- ✚ A person with a positive attitude will always see OPPORTUNITIES

What is noteworthy is he fact that we must understand that there is always a choice. You can not always control their own thoughts. The rewards you receive those who persevere far exceed the pain that must precede victory.

A happy person is not located in a particular situation, but rather one that has a certain attitude.

Our success in life begins and ends with the attitude that we have.

The sales process is directly influenced by the attitude of the client. No matter how good the image as you build it, if you have a lame attitude will not make you achieve your goals.

The fear is the worst enemy of the sale. This can block your free will and capacity initiative. Fear stems from expectations too high or feeling of inferiority that you have to you, and some clients can use these weaknesses yours.

Many sellers want to quickly escape pressure, therefore, tend to speed up the discussion with a potential client. When you hurry, communication is poor, you may stutter or not you find the words, but you should always try to go at the pace of the client to speak and understand his desires.

A general rule applies to any salesman that 80% must be attitude and aptitude to represent only 20%.

This can be explained by the fact that you own nothing unless you have extraordinary skills and attitude needed to implement them. Like if we consider the romania national football team or some players' talents were born and died wishes. " we can say that we have and we had players with great skills, but attitude they had during their careers and during games has not helped and have remarkable results. What results you would expect to obtain if you enter the field thinking "If you get a draw is good"? To win?

This note also applies to players within sales people, whether we talk to salespeople, managers and business developers, as they are called later. In vain have skills, if we start off with small goals, so if you do not motivate us to achieve excellence in what we do

As a first aid may be given some of the attitudes that i think would be suitable of a salesperson? :

- ✓ to love people.
- ✓ common sense and respect for themselves, compared to companies they work especially to clients.
- ✓ to understand that must have set clear targets.
- ✓ to understand that they will achieve its objectives only if it helps clients achieve their own objectives (that is for sale).
- ✓ to think always positive: in connection with their skills in connection with the market, with the company, products or services, to clients.
- ✓ it is self-motivated. by setting personal goals clear objectives that can be achieved through the sales they make. if you're not motivated in the company you work change it.

- ✓ to understand that 99% of customers do not buy from companies but from the people. so you have to be human. you must be pleasant.
- ✓ perseverance and competence. to want the day to be increasingly better, best.
- ✓ self-control and patience.
- ✓ enthusiasm and humor ..

The attitude of sale is communicative! the other people in front of us communicate through verbal, or physical paraverbal that we are interested in the transaction or not. welcome the fact that it respects the other in front of us, in this case the client as a person and identity, or we do not.[3]

We already know, from studies about the fact that buying decision is made based on emotions or feelings. every time we have to make, as buyers, a transaction of sale, our filters interior and meta-programs on which run the mental will reactivate moods negative or positive basis on which we decide to purchase or not .

In general sales are considered a good profession because:

1. You can determine your that your income will be the future and to fulfill.
2. You can fight inflation by working smarter.
3. The sale means fun. It is a fun game where you become an expert.
4. Have personal safety. You can lose the future all tangible wealth. As a sales person you can recover if you want to take it again from the beginning with the correct mental attitude.
5. You unlimited opportunities for advancement-along paths you chose.
6. Because you know how to convince others, you can influence family and those closest to you to become better.
7. Can provide invaluable services your community, your country, market and competitive free enterprise system.

The Success is a mental state. If you want to succeed, you must begin to think of yourself as a successful person. The key to success or failure is always with us and only depends on our attitude, the attitude that we take when we face these moments.

To be able to make a sale to a customer must obtain a "Yes" majority's part.

Often a majority YES, YES is the equivalent of several minor.

It has been shown that a person responds with YES few times it is difficult to NOT answer the following question.

Therefore selling can be defined as: the process of asking the right questions in order to obtain "Yes" s minor, leading major client's decision, which is "Yes" - the final.

When we take the client to make sure that we are the No. 1 supplier of the areas in which we operate), so we can proudly show everyone our work, and we can say, "I did that!"

What makes a good seller? A good seller -

- ✓ It manages its section so as to have higher sales, with a larger distribution, and customers more satisfied;
- ✓ She section covers all customers in an organized manner and with minimal costs;
- ✓ Improves skills and talents seller.

But, always the life of a salesman is full of rejections. Most of the answers will be "no". If sales are a daily activity, you might hear "no" even daily. And not just the prospects, and the company where you work, from suppliers, from the manager and all the people who come into contact with. To receive a "yes" first have to hear a lot of "no"

The key to succeed in sales depends heavily on how manage 'no'.

There are some people who forget very quickly the negative responses, but for most of us this "no" is a personal rejection.

You will not ever get to hear the word no?

Not really. Obviously, you'll often hear the word "yes" in the end makes us continue our work, but it is very easy to get influenced by negative responses. The key to reaching affirmative answers lies in how you manage the negative ones.

That is why attitude is an important factor for sales people. People tend to predict the outcome beforehand and this influences him often.

So to be successful you have to know how to handle negative responses and to think in a positive way. We need to know how to eliminate negative feelings that will surround us after a bad day.

The talent, experience, courses taken and all the advice you receive is worth zero if you find the time with the wrong attitude. You can have the best product at the best price and to be and exactly what the customer wants, will prevent the wrong attitude to deliver the right message and win that sale. Negative attitude leads to distrust you, your products and ultimately in the negative. Your client works like a mirror, you'll get the same thing convey negativity.

3. The AIDA model- best model sales

I think very few are familiar with the fundamentals of sales even enough to be able to complete a simple exam consisting of questions with simple answers. This means that salespeople are already doing well could probably sell more if it would be better trained on the basics.

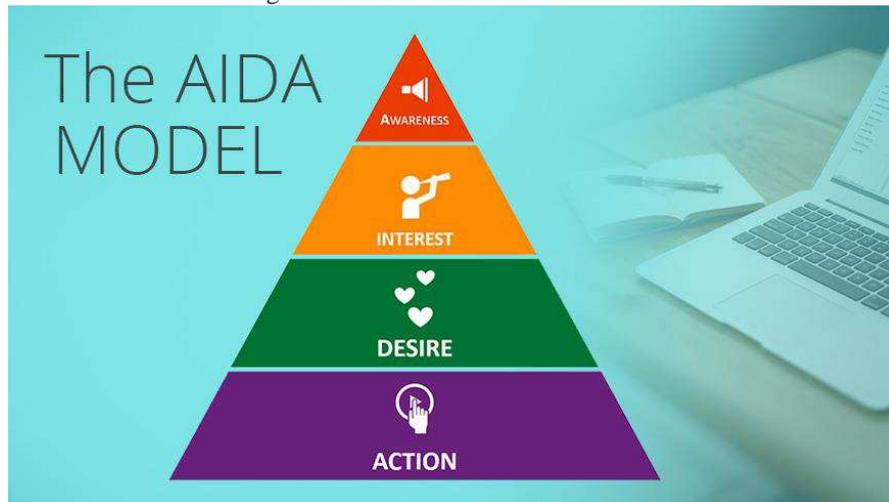
But however, to be a good seller for the improvement of this aid comes in **AIDA** model.

AIDA is one of the most popular models in marketing communication for sales. Simply put AIDA stands for Attention, Interest, Desire and Action. AIDA is one of the models that help the most sales.

Basically we can say that the sales funnel full is based on AIDA model.

The **AIDA model** is perhaps the best known marketing model amongst non-marketers of all the classic marketing models we featured in our recent post and poll. The vote showed many marketers find it useful too, perhaps since we apply it daily whether consciously or subconsciously when we're thinking how to make our marketing communications effective.

Figure no. 1 The AIDA model



Source: <https://www.contentspeed.ro>

The AIDA Model identifies cognitive stages an individual goes through during the buying process for a product or service. It's a purchasing funnel where buyers go to and fro at each stage, to support them in making the final purchase.

It's no longer a relationship purely between the buyer and the company, since social media has extended it to achieving the different goals of AIDA via information added by other customers via social networks and communities.

What does AIDA stand for?

- **Awareness:** creating brand awareness or affiliation with your product or service.
- **Interest:** generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further.
- **Desire:** for your product or service through an 'emotional connection', showing your brand personality. Move the consumer from 'liking' it to 'wanting it'.
- **Action:** CTA - Move the buyer to interacting with your company and taking the next step ie. downloading a brochure, making the phone call, joining your newsletter, or engaging in live chat etc.
- **Retention:** We all know that this is key to up sell, cross-sell, referrals, Advocacy and the list goes on.. as companies are also focussing on LTV.

The additional "R" is sometimes added by some Marketers to show the importance of ongoing relationship building to give the AIDAR model.

How to use the AIDA model

So how can this be applied to marketing planning? It could be referred to as a communications model rather than a decision-making model, as it's identifying to companies, how and when to communicate during each of the stages as consumers will be using different platforms, engaging at different touchpoints and requiring different information throughout the stages from various sources.

So using this to help plan your tailored and targeted communication campaign may be a start. Ask yourself some key questions throughout the stages:

- **Awareness:** How do we make buyers aware of our products or services? What is our outreach strategy? What is our brand awareness campaign? Which tools or platforms do we use? What should the messages be?
- **Interest:** How will we gain their interest? What is our content strategy? Social proof available to back up our reputation? How do we make this information available and where ? ie. on website, via videos, customer ratings,
- **Desire:** What makes our product or service desirable? How do we interact personally to make an emotional connection? Online chat? Immediate response to Twitter feed? Share tips and advice?
- **Action:** What are the call to actions and where do we place them? Is it easy for consumers to connect and where would they expect to find it? Think about which marketing channel/platform you are using and how to engage ie. across emails, website, landing pages, inbound phone calls etc.
- **Retention:** What is the proposition to retain loyalty? At what stage do we encourage this on-line and off-line, and how?

So AIDA describes the basic processes by which people become motivated to act in response to an external stimulus, and shows also the ways in which a sale occurs efficiently.

Fortunately, each of us meets this concept because, among the people around us, there are a few who manage to apply it well.

I think now the idea is clear enough, today the sale lasts longer, competition is more active, more informed customers. It all depends on our degree of involvement in that process we want to get involved more, what marketing strategy we want to use and when.

3. Conclusions

The paper analyzed addresses a problem well known in the field of sales practices, particularly in relation to communication and attitude noastra, is an area of interest for both academia and business.

I have confidence in fact that people can change their lives by altering their attitudes of mind. There are small differences between people, but they produce a big difference. Little difference is attitude. The big difference is whether it is positive or negative. Our attitude is the passport to a better tomorrow. **But everything depends on us!**

We can get everything we want in life if we will help others get what they want.

Winston Churchill stated that: The best way to predict the future is to persuade happen the way you want!

Now is the time you take control of their attitudes. We have to go sis to believe in us always

We must have the courage to follow our dreams and, above all, never forget that ... ATTITUDE IS EVERYTHING!

The sale does not come naturally for many business owners, but that does not mean they can not do this effectively. Often the key is understanding what the potential customer stops him in making a decision in your favor. Once you know the reason why he or she hesitated, you can respond directly to that object

Motto: **"Nothing can stop the man with the right mental attitude to fulfill their purpose. nothing in this world can help the man who has a bad attitude."** Thomas Jefferson

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