

# FACE READING FOR SALES

by Mac Fulfer

There are numerous ideas and theories on the art of sales, including many guaranteed sales approaches from Dale Carnegie to neuro-linguistic programming. The bottom line is that in sales we are trying to convince a stranger to shift their position from, “Why would I want that?” to “I really want that and I am willing to pay money to have it.”

The problem with a fixed sales approach is that “one size does not fit all”. Humans are too unique to stereotype or be able to predict their behavior from a formula. Face reading puts an end to stereotyping. Instead of judging a person based on a few external facts and then placing them in their appropriate box, face reading describes the person in the same manner you would describe a snowflake. Since all snowflakes are unique, the only way to describe one is by explaining its parts. With face reading, instead of a judgment of the person you develop an accurate description of their personality and you will begin to see others as they see themselves.

The art of sales has less to do with how smart you are, how good you look, or even the qualities of your product and more to do with your ability to connect with the other person. If you can stand in his or her shoes and see how they see the world and what motivates them

the battle is half won. The challenge is that we all have developed social armor in part to hide our true feelings and in part to feel less vulner-

acknowledging and responding to the other’s true but unspoken feelings a deep rapport develops. Your client will soon feel that you under-



able as we confront the world. In sales, the true test is to see and get past the person’s natural armor.

The use of face reading in sales is really about developing a relationship. We all know it is much easier to sell something to a friend than a stranger because a friend is willing to let down their defensive armor and at least be receptive to what we have to say. What makes a person our friend is their ability to see us, understand us, and in some ways validate who we know we are. Face reading is a tool that gives you the ability to truly see, understand, and validate every person you meet.

Face reading allows you to see the hidden clues and cues that slip past a person’s defensive armor. By

stand them better than their own friends and as a result a connection is made.

Face reading goes far beyond learning a few sales gimmicks or tricks. It actually allows you to connect on a deep level with every person you meet and will change the way you see everyone. Face reading provides the opportunity to develop your own most effective self by creating present moment, unguarded, authentic interactions. In these moments of connection friendships are forged that will change your relationship with your clients. Face reading will not only help you develop business opportunities but will also open the door to your own personal growth and effectiveness.