

Selling Yourself vs Conversing Authentically

When selling yourself you may:	When you are conversing authentically you may:
Have to think before you say anything.	Spend less time planning what you are going to say and more time listening.
Try to insert rehearsed sales pitches.	Share honest and spontaneous stories and information about yourself.
Try to say as much as possible about your product or service – in this case yourself, and your assets.	Try to learn as much as possible about the other person. You may also share, when appropriate, or asked directly, information about yourself, including your skills and the value you bring to your work.
Think about “what should I tell them that they might be looking for?”	Think about “what are they saying that I am interested in too?”
Spend more time deciding what you are going to say next than listening to what the other person is saying.	Spend lots of time just listening and trying to understand what they are saying.
Use questions as a way to find out what their business needs are (and where you may insert yourself).	Use questions to find out more about who the other person is and what they might be interested in.
Judge or evaluate the other person’s potential for you – you may be thinking “what might I be able to get from knowing them?”	Reserve judgment and assessing their “potential” as a contact, and instead focus on the present conversation and look for things you have in common.