

Love Is the New Currency in Today's Marketplace

By
Mariette Edwards

Love is the selfless promotion of the growth of the other.
-Milton Mayeroff, "On Caring"

I met love in action recently and I was inspired by the experience. Ed is a professional speaker who was introduced to me by a mutual acquaintance. I had called him to learn more about a particular aspect of his business with the idea that I might want to do something similar. Not only did this complete stranger lay out the exact steps and system he used to create the business I was curious about, he even agreed to send me copies of the work itself. He was selfless in his promotion of my desire for expanding my business.

Tim Sanders says in his best selling book, "Love is the Killer App", that "those of us who use love as a point of differentiation in business will separate ourselves from our competitors just as world-class distance runners separate themselves from the rest of the pack trailing behind them."

One client, who wants to move up to the next level in his organization, is differentiating himself by sharing his knowledge on subjects that will help his management, co-workers, subordinates, clients and people he knows in his industry achieve *their* goals. His initiatives are bringing my client visibility, credibility and opportunity to become a part of key projects. He is expressing love through his intense interest in and curiosity about what other people want and he's being smart about what and how he shares what and whom he knows. For example, management was looking for ways to encourage professional development. My client created an opt-in book discussion group that short cut the reading process. Each member created a synopsis of the key points of a book he or she thought was worthwhile to the professional development of the group. That way, the group could leverage each person's knowledge to fast-forward their collective results. He has also developed an amazing program to help clients realize 100% satisfaction with the services his organization provides. That's love.

Sales is another perfect example. Clients often tell me they are terrible at selling themselves in business situations. The idea of a cold call or walking into a room full of strangers is terrifying. It's all about rejection, a heart breaking experience. Shifting to love not only differentiates you from everyone else but also eliminates rejection forever. That's because love instantly puts your focus on the other person. That person can't reject you if your interest is in serving his or her growth.

Want to try it? Here's what to do . . .

- **Prepare for your next sales encounter by describing your ideal client.** Knowing who your ideal client is makes it easy for you to quickly identify whom you are there to serve. Describe exactly who could benefit from what you offer. Include descriptors that represent qualities or characteristics of your favorite clients, the ones who are both profitable and enjoyable to work with. Create your list now.
- **Make it easy for people to talk to you.** Often people get stuck starting a conversation. Prepare a few fun questions to get things going and create a pleasant experience for the other person. “What’s your favorite color?” and “What does that color mean to you?” are great icebreakers and offer much insight into the person you are speaking with.
- **Make it easy for people to call you by name.** Do you forget the other person’s name too quickly? That person probably does the same about yours. Prepare your own name badge that you keep with you for situations when you will be meeting new people.
- **Learn how to express connect.** Practice holding eye contact until you are sure you know the color of the other person’s eyes.

A few other thoughts about love . . .

- **Love yourself first.** You can’t come from love when the well is dry. Replenish yourself by doing what’s necessary to fall in love with yourself.
- **Love is what you do, not what you say.** Back up your words with action
- **Want a lot for the people in your life.** Wanting for is very different from wanting from.
- **Be smart about sharing what you know.**
- **Be smart about sharing who you know.**

Knowledge is power! The more you know about how to be love in the marketplace, the quicker that love will come back to you as success.

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