

“Prettiness is lent to you by youth; attractiveness is purchased with experience.”
— C.M. Waggoner.

Motivating people to negotiate can be a complex process, but understanding what drives them is essential to building a successful sales strategy. One key factor to consider is attractiveness. In this article, we'll explore what it means to be attractive in a negotiation and how you can use creativity to attract clients.

Attractiveness, in this context, refers to the ability to make your product or service appealing to potential clients.

It's about creating a sense of value and desirability that makes clients want to engage with you. To be attractive, you need to understand your client's needs and pain points and position your product or service as the solution to those issues.

One effective way to attract clients is to build an attraction strategy.

A great example of this is the strategy used by NRS Media* at trade shows. They attached a small sachet of paracetamol pain relief for headaches to a brochure.

The headline read, 'Look everybody has their share of headaches when it comes to selling a XXX (Our product) if you wanted to hook up with us in suite 645 give us a call and we'll make an appointment.'

The key to the success of this strategy was the way it was delivered. My team walked around the hotel floors after midnight and put the items, which included the paracetamol and brochure, underneath the door of the attendees who were staying at the conference venue.

This created a sense of surprise and intrigue, which helped to attract clients to our booth.

Another example of an attractive strategy could be offering a free trial or demonstration of your product or service, or providing a valuable resource such as a [book](#) or [whitepaper](#).

These strategies help to establish trust and build a relationship with potential clients, making them more likely to engage with your business.

In conclusion, attractiveness is an essential consideration when motivating people to negotiate. By understanding what drives clients and using creative strategies to attract them, you can build a successful sales strategy that not only meets their needs but also exceeds their expectations. Remember to always consider their pain points and position your product or service as the solution.

Whatever career you decide to take in sales, it's always good to get some help.

*NRS Media since sold.



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his [How to Hire A Super Salesperson Each and Every time](#) - It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!

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access to an exclusive coaching session with me as well as full access to my sales programme. Get the [deets](#) here.

Try the new '7 Days to Sales Success' framework. Make more sales in 7 days. The framework of everything you need to get started in making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. [Click here to find out](#) how you can grow your business by making more sales.

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Work with me one-on-one. If you're a business owner, small or large or in professional services you might just be a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 15-minute brainstorming call with me [by clicking here](#).