



AHA vs. UnHuh

Earlier today I listened to an interview with a gentleman who has 20 plus years of sales experience, trains salespeople, and has a track record of success. It was a good interview and he was on point with many of his comments regarding sales today. Then a moment occurred where he couched a lot of his concepts under the objective of “persuading” someone; whether it’s to get more time on their calendar, or for them to hear what you have to say, or for them to listen to your insights regarding trends.

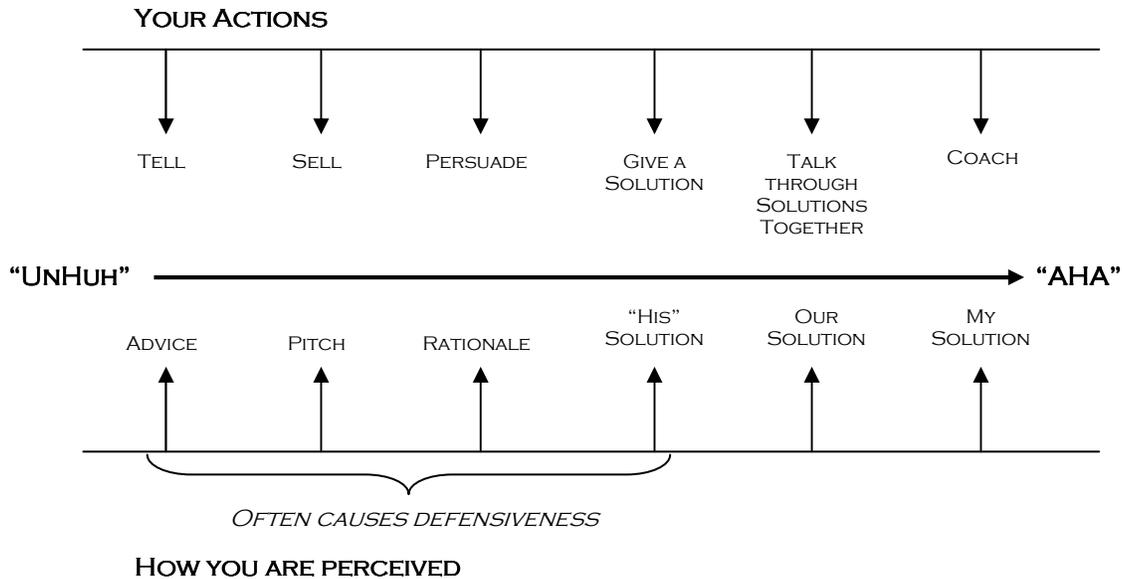
The use of that one word “persuade” caused me to reframe the entire interview. Using the word “persuade” gave me tremendous insight into the perspective he brought to the sales situation. It contrasted very clearly for me the difference between good salespeople and people who focus on relationships first.

Good salespeople work to bring prospects to the point of decision, persuading them that their product, service, solution etc. is the right one for them. Relationship focused individuals on the other hand are not persuaders; they are collaborators. They try to communicate through the Door of Discovery in their relationships, always thinking from the client’s point of view. Their role is to collaborate, problem solve and coach the client.

Good salespeople are always selling. With strong trusting relationships you do not have to sell. Building trust and strength in a relationship enables a climate of comfortable interaction where the client discovers a solution that is best for them. The client makes the discovery; you do not sell the discovery. The client buys the solution; you do not sell the solution.

In simple terms, this is the difference between “AHA” and “UnHuh”.

- AHA – The client discovers and owns the solution
- UnHuh – The client concedes to someone else’s position



Nancy is one of the strongest relationship focused people I know. Learning about the person is what Nancy strives to do. She is genuinely interested in the individual and explores who they are. She creates an environment where they can feel free to tell about themselves. She elicits stories about their life. For example, she may ask a client – “What would you do if you were not ____?”

What Nancy does is create a climate where the client naturally and comfortably interacts. The client gladly explores their challenges, hoping Nancy can help with a solution. And almost every time Nancy can help. Why? Because Nancy does not limit her generosity to just the products and services she offers.

Nancy knows many people and can connect solutions to problems, even if the solutions do not provide direct monetary benefit. Nancy’s relationships are very strong and her clients are very loyal. One other metric you should know – Nancy’s close rate is very high. She builds strong relationships with high probability clients. She and the client collaborate, opening The Door of Discovery to solutions for many of the client’s problems and challenges, including Nancy’s products and services.

Business is crowded with good persuasive salespeople. Instead of competing with them, separate yourself by focusing on the relationships. Understand the difference between AHA and UnHuh, and help your clients discover AHA moments.

Ken Cook is the Co-Author of *How To WHO: Selling Personified*, a book and program for building business through relationships. Learn more at www.howtowho.com.