

# Paradigms & Close Percentage

August 2023

I want to talk about a fascinating topic that greatly influences our communication - Paradigms.

It sounds like a complicated term, but it's just a fancy word for how we see the world through our own filters. It's a lens through which we interpret everything we hear and see.

### Understanding Paradigms: Filters Shaping Our Worldview

Paradigms are influenced and shaped by various factors such as how we were raised, where we live, gender and race. They fundamentally define how we view the world around us.

### A Tale of Diverse Paradigms

Growing up in different places leads to unique paradigms. For example, if you were raised in France, China or Australia, your worldview would be different than if you were raised in America. Moreover, if you were raised in the country, your paradigms would differ from those raised in the city.

Picture this: when someone says "red sports car," what immediately comes to mind? For me, I see a red Corvette. However, others might envision a red Lamborghini, a red Mustang, a red Porsche, or a red Alfa Romeo. It's not the specific

image that matters; what's crucial is that it's different and varies from person to person.

### How Communication Takes Shape

In order for me to understand your paradigms, I must adjust my thinking and communication to the way you perceive the world. We all have a projector in our minds. It takes the words and filters them through your paradigms. That is precisely how communication works - each word carries a distinct picture that shapes our understanding.

### Leveraging Paradigms for Sales Success

As sales professionals, understanding paradigms is vital. If I don't adjust my thinking to the way you perceive the world, you may not understand my sales pitch or presentation. Understanding the perspective of our prospects and tailoring our communication allows us to bridge the gap, avoid misunderstandings and not miss a sale. Because if I do not, then they might not buy my product.

If we don't understand what picture is being projected from our communication, then this can cause serious miscommunication. It becomes an everyday occurrence when paradigms come into play,

leading to ramifications that could affect crucial aspects like war, health, family or work.

### Ask Yourself These Critical Questions

- 1. Are paradigms good?** Explore the role of paradigms in shaping thoughts and decisions.
- 2. Who has paradigms?** Reflect on how everyone possesses these powerful filters.
- 3. How could a paradigm affect your prospects' view of your product's features?** Consider the impact of paradigms on product perception.
- 4. How would you apply paradigms to selling?** Delve into practical strategies to leverage paradigms in sales interactions.

Embracing the power of paradigms can work wonders for your sales success. By understanding where your prospects are coming from, you build trust, improve your close percentage and boost your success rate in closing deals.

And remember, if you don't get the sale, you work for free!

Jack