



Sir David Attenborough is a much beloved and world renowned anthropologist, film maker and spokesman for nature. He witnesses nature at its rawest.

Does he judge the chimp that murders its rival?

Does he judge the male lion that kills all the cubs in the pride to ensure that its own DNA lives on?

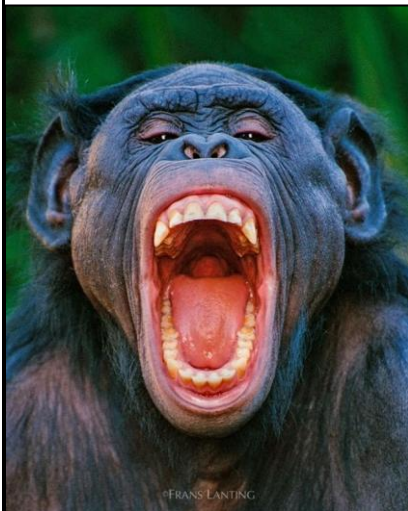
Does he judge the hyena pack for literally eating the baby zebra alive?

Within the context of nature, he attaches no judgement because to do so would prejudice his potential to understand, learn from and ultimately protect the natural world. To moralise over these examples would be to attach humanity to non human behaviour which is both inappropriate and reduces the likelihood of providing any kind of a solution.

This serves us with a fantastic example of how to handle behaviour that we personally find either distasteful, annoying or against our upbringing. If you're the sort of person who reacts to rudeness, dismissiveness, or anger, there's absolutely nothing wrong with you. That is human. The reason it's happening is chemical. Adrenaline has been secreted into your blood stream to increase your strength, make you fight harder or run away faster. It does not provide for finding alternatives, consensus or even compromise.

This often kills any chance you have to gain a victory that might result in a commission. So, the question is; how do you remain observational (or detached) when someone is in your face, being rude, ignorant or uppity?

You need to 'become' Sir David Attenborough. So put on your safari suit and your pith helmet and observe. Note that the tantrum for example is just a stupid display offered by people who either haven't got the brains or the courage to articulate their concerns in a civilised fashion. **Never mistake bravado for courage.**



So let's not take the bad behaviour too seriously OK? The reasons people behave badly have been forged long before you met them and they'll be behaving like that long after you've forgotten them. So if they are your customers, remember that judgement won't allow you to provide a solution but maybe observation will. If they arrived in a car, it proves that it's possible to sell them one because somebody did before you. It'd be a shame if you couldn't. Your nastiest customer is still giving you something; right? An opportunity! So say "thank you." They won't expect that and it takes their power away.



Pretend you're watching a chimp in a rage. You'll see the funny side and you'll keep your cool too. Cool heads prevail.

Are 'all buyers liars' as the saying goes? Maybe so but what happens when you sense you're being lied to? You lose respect for the other person. Sometimes selling is adversarial and you can't afford not to respect an adversary.

So, if you can't respect the person in front of you or their behaviour, what can you respect? How about that opportunity I mentioned. That's a gift and sometimes the most satisfying sales you ever make are to those people who said they were never going to buy.