

## Smile!

### Video Script



See how a simple smile can help break the ice in this sales strategies video for small business bankers.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hi, Nick Miller, Clarity Advantage, this time to talk about warming up for conferences or business group meetings that you may be going to.

Have you ever noticed that, at many of these meetings, people have their heads down? They're thinking about a session they want to get to... A person they want to meet... A phone call they have to take between sessions. As a result, they are not very open to new contacts which, after all, is why we are there.

Here's an exercise I've found particularly helpful in warming me up for those situations. It's called, "can I make you smile?"

When I'm walking down the street, I look at the face of each person coming toward me.

If they are looking up or around or even looking at my face briefly, I give them my biggest, warmest smile. I sometimes also speak, "good morning!" The idea is, can I catch them, just at the moment they look up, and smile at them?

More than half the people that I smile at will smile back. Young people, older people, men, women, doesn't matter. A big, warm smile just at that instant opens things up.

So, I've found the same thing to be true at conferences. When we're walking down hallways or standing in meeting rooms, we look to see whose faces are up. They're the first people we should try to connect with. Can we prompt them to smile? And find some reason to start a conversation? Often, it's no more complicated than, "good morning." Not too many people will ignore that.

Smile!