



## The WOW Factor: Sound (Part 4 of 5)



How do you incorporate sound into the ultimate selling environment? How do you create positive sound that will not act as a distraction but will serve to soothe and relax your client?

Have you ever noticed that every time you walk into a spa, one of the first things you observe is the soft, soothing music playing in the background? This is the type of environment that creates the ultimate selling experience. The goal is to eliminate noise distractions. It is critical that you have a quiet, calm place in which to do business.

In our office, we even have "white noise" piped in. "White noise" drowns out distracting noises such as phones ringing, traffic, and multiple voices. In very exclusive, high-end offices this neutral sound eliminates the "bad" sound.

Not only do you need to focus on covering the "bad" sound, but also concentrate on creating "good" sound. In the meeting room we appeal to the sense of sound by putting classical music on for the initial consultation. Ironically, in research done in London in 2003, they discovered in restaurants that when no music was played people spent \$35 per head on their meal. When pop music was played they spent \$36.75 per head, and when classical music was played people spent \$40 per head. In listening to classical music, people felt rich and were more willing to indulge in luxuries such as wine and dessert.

Remember the purpose of an interview is to relax the client and to get as much information as possible. *You want to communicate an environment of intimacy and rapport with the hopes of making a connection.* Playing classical music in the background relaxes the client and psychologically sends a subliminal message of wealth. This type of environment makes your client feel wealthy. Classical music sends a message of stability and established, old- world class. This atmosphere lets your client know that your organization operates in a first-class manner.

Classical music should also be played when putting clients who call via phone on hold. Playing soft, classical music will leave a lasting impression versus playing loud, aggressive rock n' roll.

During the second interview, a change in music is required. Have jazz or symphony pops playing in the background. Jazz and symphony music create a tempo that will generate movement. The second interview needs to promote action. The change is so subtle your client won't notice it, but they will love it.

Remember, during the initial interview, play classical music to relax your client and to create an intimate setting. However, upon the second interview use more energetic music such as jazz or symphony pops to promote action. The background music is so subtle the client never suspects a thing, and they will enjoy every minute of it.

Andrew S. Martin, CLU, ChFC  
P O Box 2606  
Birmingham, AL 35202  
800-876-3950  
[andymartin@firstprotective.com](mailto:andymartin@firstprotective.com)  
[www.top-producers.net](http://www.top-producers.net)

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