



The WOW Factor: Touch (Part 5 of 5)



We have incorporated the sense of touch through several means within our organization. Sales psychologist Kerry Johnson claims that there is immense power in a two to three second touch on a client below the elbow. Such a touch conveys warmth, sincerity and friendliness in a non-offensive manner. Moreover, such a touch can be used to subtly emphasize a positive point. The client will probably never pick up on this use of touch, but your client will subconsciously like it. It is human nature for us to desire the touch of someone else.

There is another angle to the sense of touch found in the types of materials used within your office. For example, we use the highest grade materials in our furniture such as quality leather chairs. In addition, the type of clothing that you wear should be made of excellent material. *A client can feel a cheap suit.* I have had to reevaluate my own wardrobe. Make sure that your clothing communicates quality.

Furthermore, the type of container that you serve beverages in appeals to your client's sense of touch. We use real crystal etched with our logo instead of serving clients coffee in Styrofoam cups. We also use real china. We serve our beverages and snacks with a cotton napkin engraved with our logo in gold. The way refreshments are served communicates the class of our organization and yours.

In addition, when I am speaking at a meeting or conference, I always make sure my agenda is printed on parchment instead of regular white paper. Parchment has a rich look and feel that will immediately appeal to the sense of touch.

Remember to incorporate these aspects of touch throughout your meetings with clients. Clients will take notice, and they will be able to feel the difference.

As you have read these articles on the WOW Factor, you may be energized or skeptical. To the skeptics I offer this admonishment: you do not want to ignore these principles and then find yourself in competition with someone who has implemented them.

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