

“Receptionist or Perceptionist?”
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Which are you?

Technically speaking, reception is, “the act of receiving or the state of being received”. And, perception, “the act of perceiving, intuitive recognition, or insight”.

Then a receptionist is one who receives and a perceptionist is one who perceives, has intuitive recognition or insight.

Which are you, a Receptionist or Perceptionist?

First of all, I'm not going to get too “heavy” here and into any “neurosales” or “neuromarketing”, stuff yet (maybe sometime, tho).

Second, I think we all have some of both.... Receptionist... and Perceptionist, in us. Some, just more than others, and, some much more of one, versus the other. None is bad – either way, necessarilywell, not exactly.

In sales, that's where I come from, proud of it, thank you, I believe, for sure, the “Pros” need and have, both. Needs demand to be proactive and reactive with the right “mix”, “tailored”, customized and adjusted to the conditions of the event.

It begins at the beginning (did I really say that, or Yogi?).....before you make the call.....you plan the call...you think about it....do your homework...go to the customer's (prospect's) web site – learn more, in depth, about them...what's new – different? Check 'em out on the internet, Google, Yahoo, etc ...other sources, too...see what you can find, be a detective, dig, get info, ammo, be of value, be different, be prepared, get knowledge – be a gatherer AND a receiver of information. Perceiving the purpose and the end needs of the call builds your confidence and commitment of the value of your call, before making your initial approach – you're ready.

Perception anticipates that this person you are about to approach isn't just sitting there waiting for YOU to call – actually, you're probably an interruption to what he/she was doing just before you “got through” to them. Perception and all the homework, thinking and preparation now pays off as you “deliver” the purpose and nature of your call. Your reception enters as you listen AND hear and react while receiving additional information, eventually even more value to your meeting, which is the first real objective.

Why are some of us better than others?

When you think about this it's really no different than most things you encounter which are really important – they take both a Receptionist & Perceptionist.

Which are you ? OR - are you both?

Think about it.
George Hayward