

When it's Time to Listen, Listen — Don't Talk!

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Never begin talking about what you are selling until you have first identified the problems your products or services will solve. If you haven't identified a problem or need, your prospect will not be interested. Keep in mind, there are only two reasons people don't buy your product — no need or no money. You need to identify this situation immediately and get on with your presentation.

Remember, your prospects are motivated by their specific needs. Throughout the presentation, talk in terms of their interests in their specific needs. Get rid of the word "I" and instead use "you" and "yours" as many times as you can. Address the prospect by name, often.

Millions of sales have been lost because the salesperson talked too much and too long. To avoid this trap, prepare your sales talk and leave out every unnecessary word.

Remember, you will never know what your prospects are thinking unless you let them tell you. All too often, salespeople



get so carried away with their stories that their prospects can't get a word in, even to say they want to buy. The best way to get a prospect to talk is to ask them questions. Then, when you let them give you the information, they'll help you make the sale.

Under no circumstances should you argue with a customer. If you do, you lose. If an argument threatens to develop, quickly go back to the points your prospect agreed are valid and get the interview back on track.

An interview is always controlled, either by you or the prospect. If you're going to be in control, you've got to determine exactly what you are going to say, how you will say it, when you will say it and why you are going to say it. The more prepared you are, the easier it will be to maintain a firm, polite control.

Good luck and happy selling!