

# Wisdom for Wednesday

*Positive messages for daily living. Pass on the good feeling – forward this to your clients so they can reap the benefits as well.*

## Overcoming resistance ...

Smart sales people know that when a potential customer starts giving reasons why they don't want to buy they are arguing with themselves – looking for justification. They just need reassurance or a way to get around some small area of incompatibility. So go back to square one and check all the bases until you identify the buying barrier:

- Re-present your product;
- Discuss features customer has indicated need for;
- Re-address the benefits;
- Remember to keep one strong one in reserve;
- End with: *“Do you have any questions?”*
- They will probably ask: *“How much?”*

**And remember:** It's not necessary to have it all at once. Get the business piece by piece – just get your foot in the door.

## Converting sales

Every negative comment or objection is an opportunity for a sale – while they are objecting they are thinking about it – it is an indication of interest. Simple example: *“I don't like the colour blue.”* Response: *“If I could offer it to you in a colour of your choice would that be more attractive to you?”*

**Build on your wins:** List all the points that your customer agrees are to his benefit and get confirmation after each one:

*“So you like the idea of having extra travel insurance in case you need to cancel at the last minute – is that correct?”*

*“Yes.”*

*“The option to include a clause covering your medical concerns is preferable too because it will give you peace of mind and your doctor will be happier – right?”*

*“Yes.”*

*“You would like to have this finalised with the rest of your travel arrangements so that it is on one account – have I got that right?”*

*“Yes.”*

*“Have we covered all your needs here?”*

*“Yes.”*

*“Great – then all we need now is for us to fill in this form AND .. if we can finalise this by Friday you can go into our draw to win a new car.”*

You have qualified all your client's needs – highlighted the benefits – made an alliance with him – kept him on a 'yes' roll and asked for the business.

Now don't get complacent just because you completed the deal. One-off business can give you a false sense of security – but the reality is new business costs you five times as much (in time, effort and money) as it does to maintain existing clients. Now is the time to reinforce your relationship and ensure they keep coming back for more. Don't forget to thank them for their business. And diarise a suitable time-frame for getting back to them to make sure they were completely satisfied with the service/product/deal.

*Lynette Davies*