

NEVER ASK A QUESTION FOR WHICH YOU ARE NOT PREPARED FOR THE ANSWER

There are always two answers to every question; the one we want, and the one we do not want. Most salespeople are prepared for the one but not the other. In my training classes we do role plays and I act as the customer. When a salesperson asks me a question, I often give him the answer he does not want in order to see what he or she will do. Most of the time, the salesperson is at a total loss for words, or worse yet, gets angry and starts to argue with my answer.

Selling is like a chess match. You must think ahead. You must predict what may happen, including what you do not want to happen. Imagine playing chess and making a move and then waiting to see what your opponent will do before you think of your next move. You would never win a match. Salespeople that do not plan for all possible scenarios have a lower closing average than the salesmaster that has thought of all the possible answers to his or her questions and has developed a strategy to deal with them.

Example – Salesperson “If I can get my price down to the other quote you received, will I get your business?” Prospect “No!”

As I have said many times, all of Ray’s Rules were developed after I lost a deal. This particular rule was developed after a very painful loss. I was meeting with a CEO of a very large company and I asked him the following question, “What people problems are you experiencing that are preventing you from achieving your goals?” His answer “None!” I was flabbergasted. I was totally unprepared for his answer. Don’t let that happen to you. When you ask your prospect a question, make sure you are prepared for the answer you do *not* want and watch your income soar.

Till next time

Ray Leone

www.salesfunnel.com