

Scarcity Sells

How can there be scarcity when the economy is in the dumps? Scarcity does not have to only refer to supply, but can also apply to opportunities. If people think they may miss an opportunity, they will act. I have been considering buying a house for investment because prices are so low and I do not want to miss out on this once in a lifetime buying opportunity. I am encouraging my son to buy a car so that he does not miss out on the great deals right now. All this got me to thinking about how we can use this “missing out” mindset to increase our sales and get reluctant prospects to commit. If you sell cars or real estate, this should be very easy and you should be hitting the phones calling every prospect you ever had. If you are in B2B, it may not seem as apparent, but the principle is the same.

Many suppliers are offering great deals to increase their market share. You must make the prospect understand that these offers may soon disappear. Make them believe they will be missing out if they do not act now. One of the key skills of a Salesmaster, is the ability to accelerate the buying process. That is why two years ago I changed my title on my business cards from “Speaker” to “Accelerator”.

Create urgency and become an accelerator and watch your sales accelerate!

Till next time

Ray Leone, Accelerator

PS - I lost my entire email in box on my PC after a software update!!! Re-send your request if you have emailed me requesting info about boot camp or anything else.

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