

-9 Points Of Getting The Purchase -

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(BASED ON the **Definitive Cold Sales Course**)

1. Personal connection & Rapport (liking and trust between the prospect and the sales rep)

Why?

Because:

In order for a purchase to take place, the prospect **MUST** feel comfortable with the sales rep. Must think that the sales rep is on his side. And must think of the sales rep as his friend/ally. Otherwise every word the sales rep says will be doubted by the prospect and will fall on deaf ears.

2. No bias against the sales rep, product, or company. No bad experiences or “bad news heard” that influences the framing of the presentation in a bad way.

Why?

Because:

As long as a the idea about the product, sales rep or company is dirtied up in the prospect’s mind, everything positive said or shown the prospect, will be viewed like manipulation. To write on a page, make sure that the page is clean, white and empty. You have to erase everything negative written on it prior to writing anything positive on it. Otherwise the end result will be mixed mash of positive & negative which creates doubts in the prospect’s head as information seem to contradict each other. The prospect must first decide that previous bad experiences or “negative gossips” are not valid or not valid anymore.

3. Prospect qualified to make a buying decision and able to pay for it and has a need for it.

Why?

Because:

You can pitch an expensive luxury home as much as you want to a lower class individual, you will never get the sale.

Likewise, you can pitch a business software as much as you want to the receptionist, you wont get the sale from selling to the receptionist.

Likewise, you can pitch antivirus software as much as you want to someone who doesn't use a computer, you will never get the sale.

4. A problem/goal exist that can be solved/assisted by the product/service. And prospect is aware of it.

Why?

Because:

Prospects buy things to solve things. If the prospect has no problem that the product would solve, no goal that the product could help achieve, the prospect won't buy it...

Also, lets say your product CAN help the prospect, but that won't matter at all if only the sales rep is aware of it while the prospect doesn't know the product can actually help him.

It is the sales rep's responsibility to show and demonstrate to the prospect that the product CAN and WILL help the prospect.

5. Necessity exists to change or improve on that problem.

Why?

Because:

If there is a product that can help on the prospect's problem/goal, and he is aware of it, but doesn't feel like he needs it, the prospect still won't buy. If the product solves a minor problem, that minor problem might still not be enough to motivate the prospect to take action and get it for himself.

Buying happens faster and more often if the necessity to get it, and get it NOW is high. Buying takes place when the problem is severe, pain and consequences are high.

It is the sales rep's responsibility to point out the problem, and show the prospect how important it is to solve that problem, and what could go wrong if that problem isn't improved.

6. The solution properly understood and familiarized (in other words, the solution should "make sense" and be a "logical" solution to the problem. This is why we educate.)

Why?

Because:

If something isn't clear, or doesn't make sense it will be difficult to interact with it, to reach out for it and to pay for it. "Not-Knowing" creates uncertainty and doubt. Uncertainty and doubt create inaction. Talk, tell and show details about the product. Explain how it works, and why it works that way, and how it solves the problem the prospect is facing. Up until the point where the prospect sees that the product makes sense, and it would be a logical way to go about solving his problem. That will get the prospect certain about what you are selling, and with certainty comes confidence and action. Or in other words buying.

7. Emotion towards the solution. Or emotion towards the possible effects that the solution can provide.

Why?

Because:

If the customer thinks a product makes sense, but doesn't love or even like the product, he will reject it. There is a lot of things that "makes sense" in the world, but we seldom do them because we just don't like them.

For example it makes sense to go with public transport instead of driving with a car. But we just don't like the random schedules of trains and busses, and the chance of public transport being packed and having to stand on a 30 minute commute. On the other hand we love the comfort of driving, sitting, using A/C, listening to our own choice of music in the car, deciding when to leave, what route to take.

8. No objections. Meaning all objections are handled. And no "stops" or "barriers" present towards reaching out for the solution.

Why?

Because:

As long as there is even one objection (a reason why not to buy), the purchase won't happen. Reversely, as long as there is no more objections, the purchase will take place almost automatically.

Think about objection doors. You can't really go from one room (the negotiation room) to the other room (the billing department's room) until there is a locked door in your way. You have to get the key and use it to open the door (handle the objection) to enter the next room. And if on the way you find out there is another door behind the door you just opened, find the key for that and open it as well. And if there is another door? Repeat the process as many times as necessary. If a key doesn't work with a door, try another key until you succeed.

9. As low of a buyer resistance as possible. (This point is more like an overall point, applied at each point)

Why?

Because:

Because to the degree the prospect is resisting to cooperate and agree or even believe what he see's or hears, is to the degree we will fail in closing the transaction. It's as simple as that.

If the prospect thinks of you as some slimy un-empathetic and pushy salesman, you will be having a prospect who is a disbeliever, critical and unfriendly guy who is just simply wasting your time.

It's not the prospect's fault. The prospect have been trained to be pessimistic and sceptical, due to the aggressive sales and marketing of today's economy. It's your job to make a sales interaction personal, friendly and agreeable.



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