

Agree On Honesty To Avoid Lies

People lie. Your prospects lie.

Sometimes you have to get personal. You have to get the prospect to spill out sensitive information about their finances, or personal problems.

So when you touch on these subjects with questions, just because talking through them or getting those informations are vital for the close. Often times the prospect lies to not get socially embarrassed in front of another human being.

It is a social thing.

Other times when you go for the close, the prospect might lie, and come up with some really fake objections.

And because they are fake and not the real reason for not purchasing, no matter how well you handle it, it wont get you closer to your goal.

You will be running around and endlessly chasing fake objections hoping that handling them will secure the close, but because they are nothing but lies, and not the real reason for not going ahead with the deal, you will never close.

What's the solution so?

It's weird, but simply agreeing with the prospect right from the beginning to be as hones and upfront as possible.

You can say:

"Hey, its important for me to be honest in this interview so I can help you to the best of my ability. Can we agree to be as honest with each other as possible?"

This is a very non intimidating request, and prospects will always agree to it.

So does that meant that they will be absolutely honest?

Not always, but they will try, and it will get you more honesty from prospects than ever before!

Just by agreeing to this innocent request, I found that prospects will generally be 2-3 times more open and honest as without agreeing to this. And by that, making my job easier, and enabling me to address the right objections more often than not.

Add this to you pattern if you feel prospects often lead you on.

You can thank me later!

-Adam Vizler - Definitive Cold Sales Course