

## Agreement

Agreement isn't given. It's earned.

Sales is based on agreement.

Closing requires agreement to be closed.

So how do you get agreement?

You start at something small first. Like a common hobby, interest or like. Compliments something in the prospect that he likes in himself. That gets a small amount of agreement.

Now you can use this small amount of agreement to get a bigger agreement. And a bigger one. And an even bigger one.

So on until you get the close.

We buy from agreeable people. We buy if we agree. We agree if we got some small amount of agreement first. This can be anything. Maybe just the fact that the prospect likes the sales rep's appearance or mannerism. That's agreement.

Like=alike=agreement.

The only way you won't get agreement is by disagreements, as that, when pushed, turns into a bigger disagreement. So pay attention to what you agree or disagree with.

As a sales rep, you are looking for positive agreements on you, your product, company and intention.

And you look for negative agreement from the prospect on your competition, competition's products and problems.

(By negative agreement I mean that you and the prospect both agree that something is bad).