

Argument Won Is A Customer Lost

When one gets pushed, he will instinctively push back.

When a sales rep creates an argument or disagreement, he gets argued by and disagreed with by the prospect as a response.

Even if the sales rep is a genius and manages to overcome the prospect in the argument, the prospect will still not buy at the end of the day from the sales rep.

Simply because the sales rep argued with the prospect, and defeated the prospect in the argument. So the prospect as a last resort, decides to slap the sales rep with “no” when asked for the close.

The prospect CAN ALWAYS say “no”. Even if you outsmart him, you defeat him, you prove him wrong.

So the best thing to do is not even start an argument in the first place. There are no winners in disagreements and arguments.

If the prospect wins the argument, the sales person lets go of control in the interaction. If the sales person wins the argument, the prospect retaliates with “no” on the close step.