

Ask And Say The Hard Things

As early as possible, try and speak about taboo subjects.

What is considered a taboo subject in sales?

Money. Personal Problems. Selling. Controversies.

As long as the prospect thinks he is going to be asked for money, but isn't asked for money, he will have a tension.

As long as the prospect thinks he will be asked about his issues but isn't asked about his issues, he will have tension.

As long as the prospect thinks he is being sold to, but it wasn't told to him openly, he is going to have tension.

As long as there are some controversies regarding the sales rep, or product or company the prospect is going to have tension.

Why? Because these subjects and concerns are in the air. The sales rep knows it's in the air, the prospect knows it's in the air and present. But the sales rep is dancing around the subject, never really touching the subject. It is like walking in the dark, and hearing a noise, you know it's there, but you don't see it. Will you have some kind of tension? Of course! As long as you have this tension, are you able to really consider buying a new A/C system? Of course not! Your attention is tied down somewhere else.

But let's say you go and investigate the sound, and you find it to be an owl on a tree, you ease up. You SEEN the source of the noise in the dark and confirmed what it is. You can now relax and listen to the sales rep next to you trying to sell you a new A/C System.

Like in a horror movie, we are the most tense until we don't get scared, once we get scared, we get momentary shock, but with that shock the tension also releases and we feel much more comfortable.

As long as these "Hard" subjects are not addressed, the prospect will nervously try to avoid them and create more tension and confrontation. But if the sales rep controls the conversation and head on addresses them, after a momentary stress, the prospect will relax. Because in the prospect's mind it will be like "we are through the hard part, what else could be harder than this?".

As long as the "Hard" subjects are not addressed, it is like a "block" in full and absolute honest communication.

Don't dance around these subjects but address them head on! Sooner the better!

Go for it!

"I would like to ask you, what is your biggest fear in life that makes you want to get insurance?"

or

"I will try to sign this deal and propose you a price offer for the deal, OK?"

or

"Look, I know you probably heard about the rumors about us. The rumor is -blah blah blah- I wanted to address this with you to ask what you think of it? I am here to answer any questions related to it."

or

"We are discussing your best investment options, not gonna lie, our prices are between 10s of thousands."

Dont let the conversation in the prospects head spiral out of control and create negative assumptions and or expectations. That will get the prospect to take a defensive stance. People in defensive stance are not open minded, and they will not be able to listen and understand and change or improve their viewpoints.

Take control. Ask about these subjects. Talk and address them.

-Adam Vizler - Definitive Cold Sales Course