

Assume The Prospect Already Bought

Positive thinking might be for you a concept that is used by those who are not strong enough to achieve their goals, and therefore obsessively think positively. Maybe that might help them getting closer to their targets?

Funny enough, but sales is ALL about positive thinking. And I can tell you with certainty that positive thinking not only helps closing a sale, but is a strong requirement to succeed in any sales interaction.

When you are talking to a prospective client. Assume he already bought the product, and you guys are just discussing the details of the done deal purchase.

Intention often creates reality. Reality, when presented with, often tends to just stick around.

Go about your meeting with the reality that the person you are facing is an already existing customer. This -unless being objected to it ferociously by the prospect- has a strong chance of becoming a thing. If this reality becomes a thing, it will stick, and people included in this reality will act according to the roles they have been assigned by this reality.

So... A customer will buy. Even if the person is merely a prospect now, if he accepts a status quo where he is a customer, he will get what he needs to be an actual customer.