

Be A Problem Solver

In sales you are inevitably selling solutions to people's problems.

And in sales you inevitably have to be a good problems solver.

Not just because your solution will solve problems for your prospect, but also because often times you have to be ready to address concerns, objections and solve issues that are holding the prospect back from reaching for your solution.

You might want to solve some problems for the prospect either ways, as it increases your likability.

So to solve problems, you either go out of your way to do so, and handle whatever issue the prospect has.

Or you can get the prospect to talk about his problems.

Get him to talk about it from one viewpoint, then from another perspective, and another and another.

Until the prospect comes up with a brilliant solution himself.

Of course, this is just one way of solving a problem, but it is a good one. Often times all we need is just to talk about our issues and put it into words.