

Before You Talk, Ask!

Alright, alright. You got your pitch. You have it all mapped out in your head. You know exactly what you are going to say, when, how and in which order.

This speech of yours have been scientifically engineered so you can say the right things in the right order that will touch on the prospect's human mind and instinctively force the prospect's hands to reach for his wallet.

All good. Or is it?

What if your speech assumes that the reason for the prospect to buy a car is because he got tired of the rusty old one? In this case you will completely ruin all your possible sales with people who wanted to buy a new car because they haven't got one.

What if you pitch says that with the new mining equipment the company can save 15% on fuel? But the company doesn't care at all about fuel costs, and the only thing they care about is speed as they have a deadline on completing a project? You will fail that close!

What if your speech is absolutely perfect, but the prospect wasn't given a chance to speak and explain his concerns and issues and motivation and other stuff? You will fail the close, simply because the prospect doesn't feel respected, heard and understood.

What you say is strictly dependent on what the prospect needs to hear and want to hear.

The prospect cares about price? Great! So now you speak about your prices, and discounts and payment plans.

The prospect inadvertently told you he hates sales people that pressure him? Good! So give him the data that he needs and apply light pressure instead of hard sales.

The prospect cares more about human connection than business? Good, so socialize a bit before getting into sales.

But you won't know if you don't ask. And once you ask, change what you say and how you say depending on the answers of the prospect.

To know what to speak about, and how, you need to ask questions first! So ask before you speak!

Some things you can ask the prospect about, so you know what to speak about:

- What is important for the prospect in this purchase
- Work/Business industry
- Income/price one is willing to pay
- Hobbies
- Interests
- Likes, Dislikes
- Family
- Sports
- Problems/issues
- Goals
- Previous suppliers and experiences with them

And so forth. Basically anything that is or could be related to this interaction, both personally and business wise.