Bridging Conversations

Bridging conversations means just that. Building a bridge between one topic and another, and transferring the conversation through that bridge to the other end, the new topic.

It is a valuable skill for any sales reps to stay in control of the flow of a conversation and its direction.

One can stop conversing in one topic and start a new topic in several different ways.

One of the method is full acknowledgement.

Fully acknowledge the prospect on the given topic (let him know you heard him and signal to him that this is the end of the conversation).

Example:

Sales rep: "Yes, I like taking vacations abroad, I can see you enjoy it as well. Very good! Lets talk about business."

This works. There is nothing wrong with it. But sometimes it can come off too hard to the prospect and can break rapport.

Another way, is bridging.

Bridging is sweet, simple and very pleasant. It works alongside the natural flow and direction of day to day conversation, therefore it is very acceptable.

Bridging works on this logic:

You start a new sentence on a new topic using what was said last by the prospect. This can be a word or subject or a train of thought from the prospect's last sentence.

Example:

Prospect: "I grew up in Paris, where my family ran a bakery"

Sales Rep: "Ahh, so nice! I bet running a bakery came with lots of benefits when it came to the dining table haha. Speaking of benefits, what we can offer you is far more beneficial than what your current provider offers you, let me tell you why."

Another example:

Prospect: "Sorry I didn't show up to our last meeting, I was out sick.:

Sales Rep: "Not a problem at all, I am just happy you are doing better. Regarding meetings, what I wanted to meet with you was about this, I will just grab my documents and show you now that you are better."

And so forth. Anything can be used to bridge. You know you are doing a great job at conversation bridging when the whole switch of subject comes naturally, and it doesn't startle the prospect.