

Different Types Of Control In The Sales Interaction

Dominant Control – You tell the prospect what to do, and require and demand from him to do it with pure intention.

This type of control is very authoritative and can damage rapport a lot if used unwisely.

In some cases it is however useful. When dealing with a prospect who is very indecisive.

If you know the prospect wants the product for sure, simply use this control a bit.

State:

“Alright, now that your questions are answered, and we talked through the details, all I need is a signature. Please sign here.”

Social Control – Controlling the prospect and the interactions within the borders of what socially acceptable.

In social environment where other people are present. The prospect has to obey certain social rules and standards set by society, and appropriate behaviour in society.

There are certain obligatory do's and don't's in a social context.

For example, if you are given a hand to shake, you should shake that hand.

For example, if you are in the middle of a conversation, you can't simply just stand up and walk away while the other person is midway through a sentence.

For example, if you are asked a question, you have to answer the question (as long as its not a too personal question).

For example, if some one asks for help, you are to respond with “how can I help?” (or something similar)

For example, it's okay to simply walk away from a stranger, but if you guys are on a first name basis (meaning after name exchange) it's much more difficult to do so without coming off as rude (and no one wants be perceived as rude).

These are examples of common rules when we are being around people.

How to use Social Control?

Some examples are:

- Keep the prospect in the conversation (giving you more chance to make a pitch)
- When closing the deal, go for a handshake (people are taught to shake hands when the opportunity is provided, but shaking a hand at the closing stages of a deal would also mean to agree for the close)
- In the early stages of the sales interaction, ask for help regarding something, ensuring the prospect is committed to interact with you.

Now, I wish to emphasize to use these 2 types of controls responsively. And only use them to benefit the prospect and ensure you did everything you can to help the prospect and provide value at the end of the day.