

## Don't Disagree, But Acknowledge

Okay okay okay.

We know the rule don't disagree. And that we must give agreement to get agreement. Which is crucial for making the sale.

But what happens when the prospect does or says something that you do not agree with?

You can't just say "no! That's Bullshit!"

But you also can't say (and lie) "you are absolutely right!"

So instead try to just acknowledge.

Acknowledge here means that you heard and understood the prospect. The prospect will feel heard and understood, he will not feel challenged and attacked by your response. Yet, you also didn't lie and took his side.

Didn't take his side.. Atleast not completely.

Acknowledging some one is actually the most minimal form of agreement. It's actually agreeing that you heard and understood the prospect. But it's still not a commitment to his statement. So don't worry.

Acknowledging some one is more giving an agreement to the person (respecting him/her) and not to what the person says.

So how would this look like.

Lets say the prospect says, "I hate people, I hate to socialize. They are just the worst that this planet can offer."

The sales rep can reply with "I see where you are coming from."

Or "I understood you."

Or "Got it."

And that's that.

Now the sales rep can proceed with the sales process. No harm done, and no prospect viewpoint was violated or challenged.

(Lets hope the prospect will get a better view on life and people after the pleasant experience the sales rep will provide him with this interaction.)