

Get An Open Commitment

One thing we have to understand. And that is that in a prospect's life the most important thing is to be right, and to stay right. To avoid being wrong or being mistaken.

That is one thing people will do whenever and wherever, be right. And if challenged, persist on being right, and find ways to justify themselves and prove themselves right.

The worst things a sales rep can ever do, is to try and prove the prospect wrong. Or accidentally get the prospect to say he is not interested, he doesn't want or like the product. As then even if later the prospect changes his mind, and actually wants the product, the prospect won't purchase it.

Why?

Because he already stated the opposite, that he doesn't want the product. So he has to prove himself right now by persisting with his commitment.

Now, how can you use this psychological law to your advantage?

By getting small (or big) commitments from the prospect that supports the idea that the prospect will buy.

Like assuming he is in a sales interview with you because he is interested. You can simply state. "Great to see you here in this meeting. So I am assuming that if everything goes well and there are no hiccups or problems, you are planning to purchase this item."

If the prospect doesn't argue, or decline the idea, he agreed to it. If he agreed to it, he will stick to it.

Silence is a sort of agreement.

But if you want a more solid commitment, you can just ask at the end of your statement: "Am I correct?"

Remember: You are not forcing the prospect, you are just stating that if everything is right (product, offer, terms, price, value etc) he will purchase. Which is how usually purchases are done.

Note: Don't forget that at the end of the day, your job is still to deliver value and help the prospect. Techniques discussed here are just means to convince the prospect to get help through your product/service.

Good luck closer!