

- Handle Step -

Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

Fact about Sales Resistance

Many “Sales-Pro’s” out there misunderstand the origins of sales resistance. Therefore, they might give you false data in dealing with it.

Here is the deal. Sure, if you are not liked or trusted by the prospect, you will get sales resistance.

BUT, that is only half the possible causes for sales resistance.

There is another very valid source for sales resistance. That is very simply put: Positioning.

The prospect either correctly or wrongly positions you, your product or company in a negative way in his head.

This can be because of not understanding what you stand for and therefore positioning you next to something negative.

This can be because of Black PR (public relations)

Black Propaganda or Black PR means lies that have been told to degrade a business or a person’s public image.

This can be because of negative past experiences.

My go-to method in handling misunderstandings

It can happen that there are some misunderstandings. You are pitching stock investment and the other person only hears “Pyramid Scheme”. Like Whaaaat?

Yeah... Does happen, quite often actually, especially if the other person doesn't understand what's happening.

So, you want to increase understanding as fast as possible, in the simplest means possible.

Simply say “My product is like *insert something that the prospect is familiar with and that the prospect likes*.”

- ▼ Then simply proceed with explaining WHY and HOW?

My tech to handle ridiculous claims

Sometimes people come up with ridiculous claims about you, your product or company. Things that they “heard” (most likely from an illegitimate source).

When you hear that, simply say “Haha yeah! But you know it’s a joke, right?!”

This will give an option to the other person. Either to admit he believed it was real, and look like an idiot. Or save face and say “Huh? Yeahhh.. OF COURSE, I KNEW!”

My way to handle valid complaints

Sometimes complaints are coming from a valid personal experience from the past. Again, positioning. Now a negative real experience was positioned to your product/service.

To deposition, explain or show the prospect how the “past” is different from “now” and how many things have changed since that experience.

This can allow your prospect to look at your product/service from a new, fresh perspective. Without any bias.

Chinese warfare. Dead-Agent the enemy's black propaganda.

Sometimes the competition really does a good job and makes fake news about your product/service or company seem real.

Yet have no documents to back it up.

But nevertheless, the prospect will believe it's true, as that's what he "heard". And that's your advantage. The prospect only "heard" it.

Now don't go and disprove the "claims" as false. That will threaten the prospect. The prospect will feel like you are trying to make him admit that he is an idiot for believing it.

Simply attack and disqualify the "source" of the fake news.

I usually just say. "You ever had that a coworker or someone from your school who spoke lies behind your back? And I bet you that this person, didn't really KNOW you! That's the thing, people are afraid and antagonistic against things they don't know or understand. So, they spread lies about it behind the scene."

This usually gets me enough agreement.

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