

## High Ticket Sales

High Ticket Sales. Is when you are selling pricy products and services.

The main difference between high ticket and mid or low ticket sales, is that when the price goes up, people need more certainty and data to make decisions.

As they want to make sure they are taking the right solution, at the right time and for the best price. Right? It's just like that.

So how can you sell high ticket items?

By doing and following educational based sales.

What does that mean?

It means you start out by asking a lot of questions.

Asking questions shows that you CARE. And asking the right questions shows that you know what you are doing. Further increasing rapport.

While or after asking questions, never miss an opportunity to educate the prospect.

Give data. Give information. Give advices.

The more you tell, the more of an authority you are.

And the more the prospect thinks as such, when he is ready for the close, he will reach out to you, as you were the one giving him the best advices.

Often times, educational based sales also helps in making the prospect realize he got a problem and he needs a solution. And of course at that point, he will trust your solution the most!