

Honest Compliments

Selling through sales resistance is quite difficult. In fact its almost impossible.

So any sales rep's first goal is to get rid of sales resistance.

How do you know the prospect has sales resistance towards you? You know it when the prospect is acting very robotically with you. He is like an answer machine saying "yes, yes, aha, ok, ok". He isn't communicating, sharing his ideas, listening actively. He isn't actually there in person. You have a gut feeling that something is off, or that you are not doing your job well enough.

Then you know you are encountering sales resistance.

How do you disarm this?

Here is a law for you "when you get something, you return it in some similar way".

You can just find something you really honestly like or admire in the prospect. And compliment the prospect on it.

Give some honest compliments.

You like his tie? Compliment him on it.

You like his accent? His experience? His attention to detail? His distrustfulness? Compliment him on it. He is persistently not budging? Compliment!

As long as it is honest.

Just a compliment that is heartfelt, can change everything! The prospect can appreciate you more, and might find things he likes in you, and that is agreement. That agreement is the basis for potentially more agreements.

And when you get enough agreements, you will get the sale.