

## How Many Options?

As a sales rep, how many options should you give to your prospect?

If you got 20 options, should you give all 20 options for your prospect?

NO!

That is the worst thing you could possibly do.

Even though I heard one time that giving a lot of options is a good thing. As that's what supermarkets do, they give a lot of options for the customer to choose from, and that is why they are doing so well.

Well, let me break it down for you.

When people have one option, the decision making process is simple, almost non-existent. It's simply, choose this option.

When people got two options, the decision making already got twice as difficult! And what if the sales rep offers you 6-7 or even 8 options!?

You will feel so overwhelmed, and indecisiveness might take over. You want to make a choice, but not the wrong choice! So you politely tell the sales rep "I want to think about it".

In sales, hearing the words "I want to think about it" is never a good sign...

Imagine, if you are a guy, you get an offer of several different drills, each with its own pricing and unique features. The decision will be tough and difficult. Like having 4 ladies really into you, they are all intelligent, beautiful and fun to hang out with but still all different in some manner or way.

If you are a sales woman, then imagine being hungry, and you got Pizza Hut, Chinese, Sushi, Indian, KFC, MCDonalds, BBQ etc near you. All the same distance from you, all with similar pricing. Easy choice right?

Based on my limited experience, this might be one of the hardest decision a woman has to do.

Not one of those ladies? Consider yourself lucky!

Anyways, stick to presenting as few options as possible!

I would offer a cheap option and a pricier higher status option, and maybe (just maybe) add a 3<sup>rd</sup> option which is soo pricey its most likely not going to be an option at all (but atleast it will make the other two look that much more attractive to get!)

Good luck!