

How Much Pressure Can You Apply

In sales we inevitably have to pressure the prospect. We need to nudge him towards getting a solution. If we don't, who will?

But how much pressure can we exert exactly on a prospect?

The amount of pressure you can exert on a person is proportional to the commitment of the person towards you and getting a solution.

If you walk up to a stranger and start pressuring him to buy from you, you will quickly build up the tolerable pressure of this stranger, and he is quickly going to disappear from your sight.

But imagine this:

The prospect has dedicated a significant amount of his time to finding a solution to his problem.

The problem is quite serious in his viewpoint.

He knows you personally and knows your name in have met with you several times now.

The prospect committed you as a friend.

Maybe the prospect has been a customer of your company for the last 5 years.

Now you can exert significantly more pressure right?

So keep in mind. Allowed pressure is proportional to the amount of commitment the prospect has.

So how can you increase the commitment of the prospect?

Get time from the prospect!

Get effort from the prospect!

Get the agreement of taking pressure from the prospect!

Get the prospect to partake in a smaller service/program before the high pressure sales cycle!

These are just a few ideas. See if you can find some more.