

How To Deal With Window Shoppers

When people just come in to “look around” you walk up to them.

Be helpful and ask them “Hi! How can I assist you?”

If you are dealing with a window shopper, he will just reply with “oh, I am just looking around”.

Bad sales people or in other words cashiers (people who just take payments, but not convince prospects to give payments) would simply say “oh okay, let me know if there is anything you need.”

And walk away.

That is horrible salesmanship!

In sales YOU control the interaction. And you HAVE TO CONTROL the interaction to make that next sale!

So when you walk up to some one, and he says “just looking around”. CONTROL the interaction. Tell the window shopper “Oh great! I actually got some interesting things to look at, let me show you...”

And bring the prospect over to some products, and ask if this is something that meets their criteria. If not, ask what fits better to their criteria. Etc.

Now you took control of the interaction, and got some one into a sales interview, who otherwise wouldn't be in one.

So take control!

Good luck!