

How To Ease Pressure

When you get to the close, and you are asking for payment, tensions can rise.

We get something called pressure.

Pressure is proportional to the force exerted by the sales rep to move the prospect towards a specific direction (the close).

Now by force, I don't mean physical. It can be psychological. Like asking the prospect to buy. Like telling the prospect to give his credit card over. Like referring to the act of buying. Etc.

How do you ease this pressure? You can use humour!

Good humour can make even the most tense situations seem like light fun!

As humour makes things less serious when pressure makes things more serious.

With good enough humour and light easy going attitude there is a TON of pressure a sales rep can get away with unharmed!

What type of humour I am talking about?

Saying in a funny way (serious face and a bit of use of eyebrows): "Your money or life." =

Saying "Look, I can't give you myself, but I can give the thing that comes closest, my product."

Saying "If you make the purchase, you get to go home with the product, PLUS my number. Who can say no to that?"

Etc.

You get the point. As long as you got a good easy going funny delivery.

