

How To Get Agreement When You Can't

Every now and again you will encounter prospects who do nothing but challenge you on anything you say on a subject. Who do nothing but disagree.

Maybe that's how they woke up. Maybe you said something that turned them into behaving like that.

But what do you do once you got them in front of you disagreeing with you on anything and everything on a given subject?

How do you build agreement if it seems so difficult?

Well, change the subject! Change the subject from the current disagreeable topic to a topic that is more agreeable!

You say that your product is the best on the market, he says it's the worst. Fine. Change subject to something where you both are on the same side. Speak about work. Speak about horrible bosses. Speak about nice customers. Speak about hobbies. Have a pleasant conversation.

Now once you guys seem to click better, change back to the original subject, and you will see that the agreement you managed to acquire on a different subject somehow transferred to this original topic and there is more agreement coming from the prospect now!

Why?

The logic is simple. We agree or disagree with things, based on our liking towards the person who we are discussing these things with. A person who never did drugs, and swore will never do drugs because he/she disagrees with them, is more likely to do drugs if some one who is liked by the individual offers it.

You might really agree with a policy, but when some one you love and care about explains to you how that policy hurts him/her and therefore is a policy that should be disagreed with, you are more

likely to change your opinion on the policy, just because the emotion you have for the person who talks to you about it.

We might completely abandon a project or goal, simply because we don't like the people who are in charge or who represent these items.

We might sign up to do something we otherwise wouldn't agree with, simply because we like the person who represents this thing.

So when in disagreement, build agreement and get liking from the person in front of you through changing to a different topic.