

How To Keep The Prospect In Sales

The more we hear about something, the more familiar and likable it will become.

Think about it. The media pushing a foreign concept day in and day out. A few years later this thing the media pushed became a new norm! Normal! Even liked and supported by some people.

Marketing agencies pushing certain brand names, images, concepts, logos, messages. Until its part of our daily life, and we take it willingly even if it harms us (McDonalds? Coca Cola?)

So the more a prospect hears, the more a prospect likes.

But what do you do if the prospect wants to end the sales interaction prematurely?

You can use a smooth little trick.

He says "I will get back to you" or anything like that. "Let me call you back" or "Let me take a walk around and come back."

Simply answer "Alright, that's fine with me. But how do you like this so far?"

As long as the prospect answers anything that is positive or vaguely positive, you can continue your sales cycle by saying "I know right?! Exactly because..." and then get back to your sales pitch.

"exactly, because..." is a way of getting the prospect back on track.

With more data effectively (and in an honest friendly manner) conveyed to the prospect. The higher the chances for the close.

Just keep in mind, that if the prospect really doesn't wanna stick around, let him go please.

Use this trick when the prospect thought he heard the whole thing, but didn't.

Good luck!