

- INCREASING URGENCY -

Instant Hatting by Adam Vizler

(Based on the Definitive Cold Sales Course)

Here is a joke for you from Hungary

In the village a guest and the owner of a farm are talking in the living room. The dog of the owner walks in and accidentally sits on a nail that is coming out of the floor board.

The dog starts whining.

The guest asks “why is he whining?”

The owners answers “because it hurts for him to sit on the nail”

The guest asks “so why doesn’t he go and sits somewhere else?”

The owner: “because it doesn’t hurt THAT much.”

So having a problem is not enough

As you can see from the example above. Just having a problem is not always enough to take action to resolve it.

If something doesn’t hurt enough, than it’s okay to complain about it. To family or friends or even to the sales rep. But taking action? No... Not just yet.

You as a sales rep want to get your prospects to TAKE ACTION, and not just whine to you about it.

How to Increase Urgency?

Now I am going to tell you exactly how I do it.

And no, I am not talking about making a “limited time only” offer.

Also not talking about “discount only valid til XYZ date or time”

So what do you do to increase urgency on the prospect in solving issues/problems?

1. Talk about the problem.
Have a bit of chit chat about it. Get the prospect to explain more about it, go into the details of it.
2. Ask the prospect how long it has been going on for.
3. Ask the prospect how does he feel about it.
4. Ask the prospect how it affects his personal life, work life, family, friends or hobbies.
5. Ask the prospect how will things be in the next half a year or even in 3 years if this issue is not resolved.
6. Ask the prospect if he wants to change on this?

If the answer to the last question is “yes” (which it will be as long as you are addressing the right problem), then move onto the Marketing Step. Where you present the your solution to his problem and walk him through the things he needs to know to make the decision of buying.

If the answer is “no” to the last question. Dig deeper and find a problem that the prospect actually cares about.



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