

Lower Backouts Through Commitment

After the prospect agrees to buy. You got the customer right?

Yes! But what about backouts? What if the prospect changes his mind in a few minutes after the close?

That is why you want to lower backouts!

And you can do it through commitments.

Once the prospect bought, increase his commitment. You can do that by upselling. Getting him to buy another product or a complimentary product. Then get him to buy another and another.

If you do this, his commitment gradually increases after each purchase. AND if he backs out? He will likely only backout of his latest purchase.