

## Lower Commitment And Increase Reward

You might have issues with closing if in the prospect's viewpoint reward is too little and commitment is too high.

**Commitment:** Price, effort, time, complexity.

**Rewards:** value, benefits, results, simplicity, enjoyment, actual product/service

What you can do in these situations is increase rewards, by giving bonuses, treating him better, giving additional value through tips and tricks or through additional complimentary services and products.

Or you can lower commitment. Making the service or product easier to use, less time to use, cheaper to get, fill out certain forms for the prospect etc.

There are so many different ways you can increase rewards and lower commitments.

When you do that, and reward exceeds commitment, the prospect will buy. As the value will be higher than the price.