

Never Argue

The best way to resolve a fight -any fight- is by not getting into a fight in the first place.

When the prospect brings up a subject that is highly disagreeable by you, the best thing you can do is acknowledge his thoughts by saying something neutral like “ok, I got you” and change subject immediately.

This will avoid an argument.

The reason why you never want to get into an argument is because if you win argument, the prospect will resist you from there on. Think about it, do you wish to cooperate with people that prove you wrong? Ofcourse some of you will say “sure thing, that’s the way for me to improve”. But many of you will know deeply that being proved wrong, or being defeated in an argument is not a nice feeling, and it brings antagonism against the person that did this to us.

On the other hand, loosing an argument will be detrimental for your control. As from there on the prospect will think he “knows better”. Not to mention that you went ahead and challenged him in the first place. From there on the prospect will look at you as a challenger, and if you say “blue”, he will say “red”. If you say “get it now”, he will say “I will think about it”.

And control is vital for you. The best way you can keep control and rapport (being in the good graces of the prospect) is by avoiding all confrontation. Keeping the conversation light and agreeable by both sides. Which will generate agreement. And agreement generates sales.