

Not Just What But HOW

In sales interviews, look out not just for the “what” but also for the “how”.

What I mean. Is finding what the prospect wants: Solution to his problem, or assistance to his goal.

ALSO, find out HOW the prospect wants this solution/assistance!

The prospect might want to be rich. (that is the what).

But he might not want to sell his kidneys for it (that is a how – a wrong one at that-).

So finding out HOW the prospect wants to be rich might help a lot. Maybe he wants to be rich from investing? Or maybe from running a business?

Maybe the what (solution) the prospect wants is through a friend (how), so you better become his friend if you wish to sell him.

There are as many what’s and how’s as prospects, so better find out what your prospect wants and how, so you can tailor make your approach and offering.

If you find out what the prospect wants, and can offer it to him how he wants it, you will not fail at sales.

How can you find out what the prospect wants and how? Ask him! “What do you want to achieve?” and “Great! How do you wish to achieve it?” or “What approaches fit best your style and taste to achieve this?”