

## Put Yourself In The Prospect's Shoes

How do you know what to say?

How do you know how to say things?

How do you know what to prioritize in your sales pitch?

It's quite simple really. Put yourself in the prospect's shoes, understand your prospect deeply. Once you can think, feel and be like your prospect, you can know what you (as the prospect) would like to hear, how, when and so forth.

You will then know exactly what matters to the prospect. What will get the prospect to act, what gives the prospect a headache that he wants to solve.

So how do you do that?

Imagine yourself as the prospect, try to see things as your prospect, try and think like your prospect. The more you practice this skill the better you will be at it. Your empathetic skills will sky rocket.

You don't know your prospect enough to imagine yourself as him? No problem, you only need to think of your previous prospects, and put yourself in their shoes. That will help you dealing with future similar prospects.

Practice is the key here. Empathy is the result. With better empathy, you will be that much more effective at influencing buying decisions.

Good luck!