

Relate

Relate=Relationship=like.

The more common things you can find and show between the prospect and what you are saying the better.

You want to get the prospect to relate or identify between what you are saying, your company and your product.

The more you relate you get, the better relationship you get.

And of course, relationship is vital for closing the deal. As trust and positive emotion is built upon relationships.

What you are looking for is:

- Agreement
- Understanding
- Interest

And you will get that by relating. Speaking in the prospect's language. Speaking about the prospect's interests. Speaking about things the prospect knows and is familiar with.