

Say You Can Buy It

Prospects might listen to a whole sales presentation. And at the end they might say “Thank you! Very nice conversation.” And walk away!!!

Prospects might think you are an entertainer. Prospects might think that whatever you are talking is not for them. Or that its not for sale.

And I have seen that time and time again.

The sales rep forgets to mention that the product is for sale, and that it is purchasable and that the prospect can have it.

So then the prospect walks out happily ever after. Not realizing that whatever the sales rep was talking about was actually for sale.

Crazy, right?!

As a sales rep you have to mention that whatever you are selling is purchasable.

And you have to keep on mentioning that what you are selling is for sale and is purchasable and that the prospect CAN HAVE IT and ACQUIRE IT.

Put emphasis on it several times in the conversation and in the sales pitch.