

Simplify Your Explanations

NEVER COMPLICATE YOUR PITCH!

Holy Guacamole! I had some bad sales interviews as a prospect.

I remember clearly one time a sales rep was talking about some investment, and she was talking about the benefits, but went so complicated with the explanation that I couldn't help but made myself "thinking about it".

And when a prospect goes into "thinking" he is not going to make a decision.

As decision requires "certainty", and confusion or uncertainty leads to "thinking". Which most often will not lead to a close.

So when you are pitching your product/service and detailing its features and benefits, KEEP IT SIMPLE.

Tailor your message/communication to the prospect's intellect, understanding and language.

If you are talking to a 5 year old, explain things as you would to a 5 year old.

If you are talking to a slow thinker, explain things as you would to a slow thinker.

If you are talking to an uneducated prospect, educate the prospect on his level!

Do not ever try to confuse the prospect. It will bring up red flags. The prospect will think "why is it so complicated? What are they trying to hide behind this complexity?"

Or, if you are lucky, the prospect will think "this is complicated, I will need to think about this and figure it out later."

Which ofcourse wont happen...

So keep things simple!