

Stop Selling Once It's Sold

I have seen this happening quite often.

Sales rep goes into the pitch. The prospect decides to buy. The prospect even tells the sales rep he is willing and wanting to buy. The sales rep continues with the pitch?

Why?

Is it some type of obsession to finish what we started?

The sales rep doesn't realize that he finished what he started! The prospect coming to the decision of buying is the END of the sales pitch! The sales rep shouldn't and MUST NOT continue after that point!

Why?

Because it "unsells" the prospect. It's kind of like eating. When you are hungry, you begin to eat. You want to eat. You enjoy eating. But after you are full, you are going to vomit if you keep on eating. Meaning everything you ate just comes right out of you.

If a sales rep continues selling after the prospect decided to buy, the prospect might get red flags in his head and backout from the close.

So the lesson is: Do not continue after you sold. Just finalize the transaction and get on with your life. Leaving a satisfied customer behind you.