

## Take Control

Why should one take control in a sales interview?

Because control = results.

That is if you are the one in control.

If the prospect is in control, you will never sell. If the prospect in control would be able to sell the product to himself and help himself by being in control, he would have already sold himself on the product/service, even before meeting you.

So without control, there is no sale. Without sale there is no help to the prospect.

So keep in mind, if there is a sale, anytime, anywhere, in any way. It is YOU who sold the product/service. And that was only possible if you were in control.

Also if you fail, it's because of you.

You are the one dictating how things are going and what they result in.

At times you have to use different type of control to get the best result in the smoothest way possible.

If it's necessary, you can take dominant control.

Sometimes you have to use social control.

Sometimes you have to be light, friendly and seemingly leaving everything up to the prospect, only guiding the prospect with honest compliments and light nudges towards the right direction/conclusion.

It's all up to the prospect you are dealing with.

Best way to exert control on an individual is in person, face to face.

So if you can, always aim to get a face to face time with the prospect. Even if you are on the phone, if you can, use the call to get the prospect in front of you!

Get control, and keep control. Place the appropriate control on the prospect.