

Unfair Affiliation

Unfair Affiliation is like an invisible shield that the prospect is holding up against you.

You can see through it, but you can't affect anything behind the shield (the prospect).

Unfair affiliation is when the prospect in his mind affiliates you with something negative.

This can be negative experience, another person he/she doesn't like, or just a concept.

Most of the time you will find it's some Black PR (derogatory Public Relations) or gossip or some lie that was spread with the intention of hurting someone's or something's reputation.

In this case, what can you do?

Here is my guide:

1. Understand the prospect (pay attention to his subtle body language, if he is closed, or looks uneagerly to hear you out or agree with your statements then proceed to step 2)
2. Ask questions of the prospect like "have you ever heard about me (or company or product)?"
3. Ask what did the prospect hear exactly like
 - "what was it exactly?"
 - "when did you hear this?"
 - "who told you this?"
 - "what were you doing at the time?"(the idea is to get the prospect to really look and evaluate the experience and give a second thought to it)
4. Now say "ok, these are the things that you heard. Now what is YOUR personal experience with me (or my product or my company)?"

This usually gets the prospect to really put things in perspective, and realize that what he/she heard about you might not be the truth.

This should get rid of the unfair affiliation and the prospect after this will be much more eager to listen and will let his guards down.

Good luck and happy selling!