

## Use The Herd Effect

“If other people in my flock are doing A, I must do A too!”

Schools, Governments, Media. All teaching us not to be individuals, and to become part of the herd.

But this is not something necessarily bad for us sales reps.

We can actually take advantage of this when presenting our solutions to the prospect.

We can say how other people like him/her went ahead and took the deal we are offering.

You can take this a step further, and show graphs, statistics and success stories. Show faces of people.

The more we can show how people like the prospect or similar to the prospect did something, the more our prospect will want to do the same. That is the case, as long as the prospect can identify with these examples.

And you can take this a step even FURTHER. Add a huge percentage or number to other people like the prospect that bought our product, and then just the sheer majority and amount of the number will dominate our prospect's decision making process.

Like “90% of our customers are actually middle class like you.”

Or “85% of people with your income, actually opted for our solution XYZ when given the chance.”

Or “We got over 50.000 people as customers who own a car just like yours.”

(Just please, make sure to practice ethics, and show actually legitimate numbers and percentages.)