

Work Step By Step

If you want to run, learn to walk first. If you want to walk, learn to crawl first.

If you can only crawl, and try to run, you will fall and hurt yourself.

Same thing in sales. You want commitment. The higher price your solution is, the higher commitment you require from the prospect in order to close the deal.

But you cant just get that commitment from 0 in a few seconds!

Even in relationships. If you want to get married, you cant just walk up to the first good looking woman or man on the street and propose to them. You will get rejected.

So build things up gradually, step by step.

First aim to get a small commitment, then a bigger one, then a bigger one etc.

Until you have so much commitment invested from the prospect that you can ask for the deal!

The smallest commitment would probably be to exchange emails or text messages. Then to have a personal meeting.

Maybe then you want the prospect's commitment to sign up for a product demo or tour.

Then you might go for the close. Or a smaller product/service purchase. Or commitment for a second meeting. And so forth. You get the point.

You build a house up from the foundations, then brick by brick. Do the same with your prospects and you will succeed.