

(Script)

## **Learn About Your Prospect To Make The Sale**

. We picture sales people as greedy, unethical, unscrupulous individuals who are determined to close a sale at any cost. .

Selling is an honourable profession and everyone who operates a business should learn some fundamentals. The most important selling skill to learn is how to effectively qualify your prospect.

The most common mistake sales people make is to immediately launch into a product presentation when they first meet their prospect they tell the prospective buyer how good, fast, reliable, inexpensive or easy to use their product is. They talk, talk and talk hoping they'll convince the buyer that their product is of value.

The problem with this approach is that it seldom addresses the issues or concerns of the buyer. If you really want to give prospects a reason to buy from you, you need to give them a reason. One of the most effective ways to do this is to ask a few well thought-out questions to uncover what is important to the prospect. These are open-ended question which means they begins with "who", "what", "where", "why", "when" or "how." These types of questions encourage the prospect to open up and share information of what their needs and wants are. Ask your question and wait patiently for the answer. Even if you have been in the industry for ten years or longer and think you've heard it all, don't make the mistake of assuming you know what the prospect's needs are. Let them tell you, rather than you telling them.

One of the most important lessons I've learned about selling is that people will tell you ANYTHING you want to know. All you have to do is ask. Most people love to talk about themselves and want to share information about their current situation, their challenges or problems, likes and dislikes. But, in most cases, they need prompting. This prompting comes from you in the form of asking the right questions in the proper tone and manner.

It amazes me how few sales people actually take the time to learn about their customer before they launch into their presentation. In fact, not long ago I was interviewing several companies for a training initiative I working on. The first two salespeople I met rambled on at great length about how good their companies were, how long they had been in business, how they could help me, and so on.

Not once during these discussions did the sales people ask me what I was looking for. Not once during these monologues did they address any of the issues that were floating through my mind. Finally, after thirty minutes, I called the interviews to a close. From my perspective, they had just wasted half an hour of my time and, like most people in today's business climate, my time is valuable and I simply don't have enough of it.

If you really want to begin differentiating yourself from your competitors take the time to learn about your prospect's situation. By doing so, you'll begin to give them a reason to do business with you instead of someone else.