

By making one small change in the way you present new products you will increase your add on sales by 50%

Nearly every sales person presents new products at the wrong time during the sales process. There is a window of time that will increase the possibility of the sales by 50%. This lesson will show you the why and the how.

Beware of the person who agrees to your price too quickly, they may plan on asking for more.

If the buyer agrees to your price too quickly there is usually a request that will be close behind.

"That price sounds pretty good, I will take 100 cases."

"By the way can I have special terms on that?"

Another customer might agree to the price right away and ask for same day or next day delivery. From a buyers perspective this is called the "add on."

Agree to the initial price and then as soon as the sales person starts ringing up their commission, drop the "add on" question. This is also an excellent strategy for you to use as a sales person. Once you have what you want in hand, there is a natural tendency to leave as fast as you can. Perhaps there is an unconscious fear that the customer will change their mind or cancel the order - just the opposite is true.

Once a person makes a decision, their mind works to reinforce the decision. By getting a small commitment first the buyer will start to justify the decision and it becomes easier, not harder, to add on additional items.

Why? Think about your own decision making

process. Once you make a decision your mind does a search, similar to a computer doing a search for additional information. Your mind is looking for ways to justify the decision you just made.

Your customer's mind works the same way. This tactic is being used on you every time you buy a car. First the car sales person will get you to agree on color, then options, then an extended warranty, and before you know it you bought the car - one small piece at a time.

The last-minute add on involves throwing in an extra request (usually not so huge as to break the sale but big enough to hurt) at the final moment, just when you, the sales person, has put down your defenses and assumes you have a deal.

The add-on seems to go against a person's nature. "I got what I wanted, I better leave before he or she changes their mind."

To successfully use this tactic, stick around a while. If you are selling multiple items, sell the first one. Wait a few minutes, sell the second one. Wait a few more minutes, sell the third one, and so on. Give the buyers mind a chance to justify their decision.

Remember, they are thinking, "I bought the first one - I might as well buy the second one. I bought the second one - I might as well buy the third one." That is how little orders turn into big orders. It is like going into the grocery store and buying a chicken. I bought the chicken - I better buy the potatoes - the salad - the rolls - the desert - and before you know it your shopping cart is full.