

A powerful management principle everyone uses that can help you sell even the toughest customers

This simple technique is like using a magic trick that immediately gives you control over the entire sales process. Give it a try and you will see how effective it is.

How would you like to walk into a customer's office and have a powerful tool that will give you complete control over the conversation?

You can do it. Here's how.

Before you go in to see the customer carefully list five things you want to discuss. When you are in the buyers office place this list where the buyer can easily see it.

Without saying a word you have just taken control.

Every buyer or customer works from a list. When you place this list in front of them they will have an IRRESISTIBLE urge to work the list and check each item off. If you don't think the buyer will give you the amount of time to cover every thing you want to talk about you can solve that problem by simply using a yellow pad and a black marker.

I discovered this by accident when I was going to call on a important account and did not have the time to prepare in advance. I took out a yellow pad and made a list of five things I wanted to talk about. When I sat down in the buyers office I set the pad on the desk where the buyer could see it. I then started talking about point number one on my list.

The conversation started to get side tracked

when the buyer was interrupted by a phone call. He hung up the phone, his eyes went to my list and he started talking about point number two.

His secretary entered the room and asked him to step out for a minute. When he returned his eyes again went to the list and we began discussing point number three and then four and five.

The amazing part about this is that he never became impatient with our meeting. He seemed to know that when we completed the five points I had listed on the yellow pad were all discussed we would be finished with our meeting. There were even other sales people waiting to see him and we went over my appointment time by 25 minutes.

Important Facts

40% of customer requests for literature never receive a response.

80% of meaningful sales are closed after the tenth call.

30% of all sales people don't work to their full potential due to a lack of confidence.

40% of experienced sales people still have call reluctance when making a new account call.

50% of all managers underestimate the need for continuous professional training.