

## ***How do you set up your presentation so customers always go with you over a competitor?***

This is one of the most interesting lessons in the entire program. As a sales person you learned the choice close during your first training session. Now you will learn how to use it at a higher level. You will also be sure it isn't used on you.

I am at the airport and the flight I am waiting to board is oversold. The attendant jokingly offers to pay \$5,000 to anyone who is willing to give up their seat. He immediately admits that he was kidding and says he will pay \$200 if anyone would be willing to give up their seat and take a later flight. No takers! Why? He misused the choice close set up. If he would have jokingly offered \$25 and then raised it to \$200 it would have seemed like a real deal.

Nearly everyone in sales knows how to use the choice close; what day would you like delivery, Tuesday or Wednesday? What pack size would be best for you, 12 or 24? You ask the customer to choose between something you want and something else you want and they make the choice – you win both ways. Now let's take it to a higher level by including the element of contrast. Give them a choice between something they don't want and something they didn't know they wanted until you presented the choice.

Let's say you are going to sell a house to a prospective buyer. The price you want is \$100,000. You first take them to a \$125,000 house that is overpriced by \$25,000. Next you take them to a \$75,000 house in need of \$50,000 worth of repairs located in a poor area. NOW you take them to your perfectly priced house - \$100,000. The choice for the buyer is clear.

How about the used car sales person? They first show you an old clunker that is overpriced and barely runs. Next they show you the car they really want to sell you. In your mind you are comparing the differences and thinking about what a

great bargain it is!

You are talking to a computer sales person about purchasing a new system for your office. You tell the sales person all your requirements who is adding everything up on your list. The sales person now hits you with a whopping \$10,000. As soon as you are over your shock you are presented with another choice – a package deal for only \$3,000. What a deal! What an easy choice to make. Of course, that is what they wanted to sell you in the first place.

Let's say you are going on a job interview and you are going to use the choice close set up. Arrange for two interviews, one immediately following the other. Have a friend go on the first appointment and have them intentionally screw up the interview. Then you go in, well prepared, on the second appointment for your interview and the choice becomes obvious.

If you think this sounds a little shady, consider this choice close set up used by undertakers. The undertaker will first show you a low budget, low price casket that is carefully positioned in a dark corner of the showroom. Then they show you the higher priced casket and point out all the benefits. Compared to the low end casket it is an easy choice to make.

And what about the oil companies? They jack the price from \$2.29 per gallon to \$5.00 per gallon and when they lower it back to \$2.59 we think we are getting a great deal!

What does this have to do with you?

The next time you present a product to a customer take two products instead of one. Take in an overpriced high end product along with the one you want to sell. Show them the over priced, high end product first. After they get over their shock, bring out the one you wanted to sell in the first place and it will seem like an easy choice.