

Making Prospects become customers

Everyone is a sales person

He has the ability to get other people to cooperate with him to achieve his goals and fulfill his aspirations.

The truly successful person is the one who can influence the greatest number of people in a common direction to help him get more of the things he wants in life.

Each of us is in the business of selling every single day.

The pivotal question with regard to selling is whether or not you are good at it. Everybody is in sales.

Our job is to become very, very good at selling.

Salespeople are the movers and shakers in every business and industry

Companies rise and fall based on whether or not they are capable of selling sufficient quantities of their products or services at sufficient prices in competitive markets.

People tend to buy based on how they anticipate feeling as a result of owning and enjoying a particular product or service.

Theory of motivation

“A” represents a state of “Felt Dissatisfaction.” This means that the individual is not happy or satisfied in their current situation or condition.

The “C” represents a state of greater satisfaction. If the individual moves to this state of greater satisfaction, he or she will relieve the felt dissatisfaction that he or she has in their current situation.

The “B” of this ABC Theory is the product, service, idea, action, or activity that you are trying to persuade the person to acquire or engage in. (The “B” is what you are offering, in one way or another.)

You can only get a person to act when there is a GAP between their current life and work and their desired life and work.

FOCUS ON THE GAP

The very best persuaders and communicators are those who concentrate all of their attention on identifying the exact GAP that exists.

Remember, that people buy solutions to their problems, not products or services.

The more you focus on the problem or GAP that exists between the real and the ideal in the customer situation, the faster you will find a place where your product or service can plug the GAP.

The bigger the problem that the person has, the bigger the potential sale.

Help the person to identify not only the obvious and direct problem but the notso-obvious and indirect problem.

The most astute people are those who are capable of finding a small GAP and then expanding it into a wide GAP. They are capable of finding a small problem or small dissatisfaction in the mind of the

prospect and then, by questioning and commenting, they expand it and increase it until the prospect begins to develop an intense desire for the solution that they are offering.

PINPOINT DISSATISFACTION

When you meet a prospect for the first time, you will find that they are usually unaware that a GAP exists between where they are and where they could be.

They will say things like, "I'm not interested," or "I can't afford it," or "We're quite happy with our current situation."

These are normal and natural reactions. No one likes to change. But all this means is that the person has not yet learned that there is a GAP between where he or she is and where he or she could be using your service.

Your job is to uncover dissatisfaction, or to create one. In fact, you will often find a person who is quite content doing what they are doing. Your job is to describe a state of even greater satisfaction that they could enjoy if they did something different.

Virtually all advertising on television and everywhere else is aimed at showing people how much better off they could be with a service that they have not yet acquired. **This is your job as well.**

One of the best questions you can ask, in dealing with a complacent prospect, begins with the words, **"Were you aware?"** **Were you aware that it is now possible to, be or have this particular satisfaction?**

Very often, the prospect is uninterested because he or she is not aware of how much better off he or she could be with what it is you are selling. This is why you must be positive, patient and persistent. Don't let the initial sales resistance or rejection of a customer affect you or get you down.

GAP Analysis is based on asking good questions. Questions focused on problems that the prospect might have hold the prospects attention.

This is why there is a direct correlation between good questioning techniques and sales success. The more and better questions you ask aimed at finding a problem or uncovering a dissatisfaction, the more interest the prospect will have and the more sales you will make.

The person who asks questions has control. Good salespeople are always thinking about the wording of their questions, rewriting them, and practicing them regularly before they get face-to-face with the prospect.

GAP ANALYSIS QUESTIONS

"Mr. Prospect, if this situation were absolutely perfect in every respect, **what would it look like?"**

Then, remain completely silent. When the prospect begins to describe how his situation would look if it were perfect, he is in fact describing the GAPS that exist between what he is currently doing and where he could be in the future.

Another wonderful set of questions begins with the words, **"What if?"**

When you ask a prospect things like, **“What if you could do this; what difference would that make to your current situation?”** Or you could ask, **“What if we could achieve this particular result for you; what effect would that have on your current operations?”**

Good questions that point to an ideal and desirable possible future grab the prospects attention and start the prospect visualizing and imagining an ideal future state, exactly the state that your product or service is meant to achieve.

BE “PROBLEM FOCUSED”

The very best salespeople in every field are extremely problem focused. They practice their questions over and over again until their questions are perfect and have a real impact on the thinking of the prospect.

IDENTIFY NEEDS

Your job in selling and persuading is to identify the real and most pressing needs of your prospect.

You do this by continuing to ask questions and by encouraging the person to tell you what would have to happen for him or her to be completely happy in a particular situation.

Once you have become completely clear regarding your prospects needs, you then show him or her, in what is called the presentation part of the process, how his or her needs can be most ideally satisfied by what it is you are offering.

You don't try to push a person into making a decision. Instead, you lead them gently to the decision by showing them their problem or GAP on the one hand, and by showing them your solution or way of bridging the GAP on the other hand. You then tell them that your solution is exactly what they really want and need to get from where they are to where they want to go.

A final key to effective selling through GAP Analysis is to share some of the experiences of previous people that you have persuaded to purchase your product or service.

Use third party references, testimonials and anecdotes. Say things like, “I have a very good customer who had a similar situation to yours not long ago, and this is what he was able to do with our service.”

You then go on to explain a success story of someone who had a similar GAP and who was able to bridge the GAP in a cost effective way by accepting your recommendation.

Slow down and instead of trying to overwhelm them with reasons and rationales for doing what you want them to do, ask questions aimed at uncovering their current problems, needs and dissatisfactions. Listen carefully to the answers they give you and ask questions to help them expand on the answers. Take a few moments to feed their answers back to them to show them that you were really listening and that you really understand their problems.

You then position yourself to influence and persuade the prospect by showing him or her how your service just happens to be the ideal way to solve their problem, satisfy their need or achieve the goal that they have. When you take this low-pressure approach to getting people to do what you want them to do, they will buy from you with pleasure and they will recommend you to their friends. They will feel like they are being helped to improve their lives rather than being pressured into buying something that they may not want or need.

SELLING IS A LEARNED SKILL

The wonderful thing about selling is that it is a learned skill. No matter where you are in your level of selling ability today, by continual practice at the business of finding problems that your ideas, products and services can solve, you can become better and better, and more and more persuasive in everything you do and with everyone you meet. And the more effective you are at selling, the more successful you will be in every other part of your life as well.