

« SHANE DECKER ON SALES STRATEGIES »

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It Ain't Over 'til It's Over

YOU'VE DONE EVERYTHING PERFECTLY ... AND THE CLIENT STILL SAYS NO.

FOR MANY salespeople, that's the end — they let the client leave. They often tell me, "I don't want to be pushy." You're right. You shouldn't be pushy. But it's not about that — it's about giving the client what he wants, which is your job as a salesperson.

Consider this: More than 60 percent of all customers buy within two hours of leaving your location. This means that these other stores are doing something that you didn't do. So instead of letting them walk out empty-handed, why not give them a chance to tell you exactly what they *do* want?

Next time a client tells you "no," pause for three to five seconds. This gives the client time to think about why they said no, and it gives you time to analyze your presentation. Did I romance it enough? Did I get technical enough, or was I too technical? Did I answer all of their questions thoroughly? Did the client believe that I was listening intently?

After pausing, lean in; this makes the discussion more personal. Then, in a conversational manner, work through the following four statements as needed — in this order:

① "I thought this was the one you wanted." This causes the customer to think about why he said no, and if he really wants it, he'll say, "You know, you're right,

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it is. I just had to think about it for a moment."

② "Do you have questions about this that I haven't answered?" This smokes out any remaining objections.

③ "Do you want the bigger one?" Most of the time, he'll say, "Oh no, this is fine." When they say that, they've just bought it. Sometimes he'll say, "Yeah, I do want the bigger one." That means you missed something along the way and maybe even pre-judged his buying ability. No matter the answer, this is a silent compliment to the customer's buying power.

④ "Are you comfortable with the price?" If you ask

this question first (which most salespeople do — it makes it about the price, not the item), you potentially insult a customer. Price is last, not first. But sometimes he'll say, "You know, I am uncomfortable with the price." Let's say he's looking at a 1-carat diamond for \$7,995. You reply, "You know, I can take the 1-carat out and put in a half-carat, same clarity, same shape, and get it down to \$5,000 for you." He may reply, "Oh no, I want this size." Then you say, "This one's \$7,995." That allows you to maintain price integrity while giving the customer options.

Over 80 percent of all clients say "yes" after they've said "no" four times ... and yet more than 60 percent of salespeople quit after the first "no." Remember: clients get their buying confidence from *your* ability to give them reassurance that it's OK to spend their money!

TIPS

FRESH IDEAS TO BETTER YOUR BUSINESS



LOW TALKER

One for a quiet day: Speak with a low voice. It makes people actually listen to what you say, claim the authors of the Sales-Technique.net blog.

FIRST STEP, RAPPORT



One of Jeffrey Gitomer's first rules of sales is: Develop rapport or don't start selling. "Get a customer to like you first; the trust and confidence will fall into place afterward," says the author of more than a dozen books on selling. To help you do that, he suggests using get-to-know you questions such as Where did you grow up? Or, when I say ... , what one word comes to mind? "The blank could be 'engagement ring,' 'bracelet,' 'diamond' etc. The response reveals a customer's top-of-mind awareness or his attitude toward the word," Gitomer says. "Ask questions about the customer that make him or her stop and think and respond in terms of you."

HARPO'S SECRET SALES WEAPON



Sales trainer and former jewelry store owner Harry Friedman urges you to have some fun with customers who have put up the "just looking" defense. "Give her a loupe, microscope, binoculars. Or give her a bicycle horn and tell her that if she needs a little help to give it a squeeze. Recounting his own experience with a customer, he says: "I would say, 'Give it a try.' She squeezed it. And I said 'Yes-s-s-s-s-s?'"