

Don't Spill Your Candy in the Lobby

Prospects are not entitled to your information or demonstration until you understand their buying motives, budget, and how they make decisions.

Sounds pretty harsh doesn't it? It is. But it's true.

If your sales people are dropping off information, proposals and marketing materials without really understanding your customers' **buying motives**, they are *spilling your candy in the lobby*. Once the prospect has your product information and pricing, they don't need you anymore. They will take all your sales material and shop your competitors. Are your sales people "Spilling your Candy in the Lobby?" Stop them now! Before you lose any more money.

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Don't Assume, Ask Questions

The minute an amateur sales person hears a customer's problem (a problem they have heard many times before) they **assume** they understand the problem and immediately start to solve it. They demonstrate their know how, tell all their features and benefits. They give the customer the grand tour of the company. Unfortunately, the customer obtains your expertise for free and the sales person never understands the customers' **real motivations** for making a **commitment to buy**.

The moral; don't assume you know what the customers' real problems are. Let the customer tell you. *Ask for the details, all of them.* By asking probing questions you will show your concern for the customer's problem and uncover their real motivations for buying. **Don't assume, ask questions.**

Listen, Don't Panic

What one weakness, when corrected, will result in a **30% increase in business**?

Has this happened to you? All of a sudden, out of nowhere, your prospect throws you a curve ball objection that you never expected. You panic and start to figure out what you should say. How can you get back on track? While trying to develop a strategy, you are

actually **talking to yourself**. When you talk to yourself, you are not listening to your prospect you are **listening to yourself!**

Even though your prospect is trying to tell you why she said what she did, as well as how to deal with it, you don't even hear her. As a matter of fact, you're not even in the same room!

Don't get emotionally involved. **Stop and listen to your prospect**. They are trying to tell you something.

Preventing Buyers Remorse

In the old school, salespeople were taught to "Get the order and get out." Then they hoped that the buyer didn't change their mind.

When do you want to deal with the fact that **your customer is considering canceling** their order? While you're with them, or after you've left? The best time to prevent buyer's remorse is **immediately after the sale**. Once you have the contract, offer your prospect the opportunity to back out...right there in front of you.

Sound ludicrous? It really works! You'll either hear why they would never do that, or you'll hear what their doubts are. Since you're still in front of them, you can deal with their concerns and most importantly, **prevent the order from canceling!**

Don't Buy Back Tomorrow What You Sold Today

Once you have your prospect's commitment, their signature, and a check, there are still three issues you need to deal with before you leave.

#1 You've got to deal with buyers' remorse. When do you want to deal with the fact that your customer is going to cancel, while you're with them, or after you've left?

#2 Don't forget about your competition. Someone is losing a customer if you've just taken one. And they don't usually roll over and go away...they get tough.

#3 Your prospect has to help you find new business opportunities. Have you forgotten to tell them that?

Can you confidently deal with all three of these issues?