

BCS SPECIAL REPORT

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Selling Made Easier

How to guide the prospect to close the sale - so you don't have to.

By George Scott

“Always Be Closing” is advice sales managers often advise their sales team members to do. Use the pull approach correctly, and that won't be necessary. And here's why ...

Buyers will only buy when they have a need or desire to do so. It is the responsibility of a professional sales person to determine if such a need or desire exists.

The question is “How is that determined?” By having positive patience and asking the right questions, that's how.

First, what is *positive patience*? Someone once said, “People like to buy, but they don't like to be sold.”

As evidence of that, I am certain we have all experienced a situation where we caved in and placed an order – only to get rid of the salesperson who refuses to accept “No” as an answer. Of course, a day or two later, the we canceled the order.

Why? We had no need or desire to make the purchase. And the pushy salesperson refused to listen to us – right?

Someone else once said, “*Since we have two ears and one mouth, we should listen twice as much as we talk.*” Professional salespeople embrace that approach, which is a critical component of positive patience.

Before beginning the series of drill down questions, a professional salesperson might ask, “*Do you mind if I ask you a few questions to determine if, in fact, I can help you?*”

Next, what is meant by asking the right questions”? The questions must be buyer-focused. For example, if a salesperson was trying to sell ice, the first question may be “*When you have something to drink, is it a hot drink like coffee, tea, or hot cocoa ... or is it a cold drink with ice like plain water, iced tea, or soft drink?*”

If the answer is “I never have cold drinks” then the next question could be “*Who are the top three people*

you know who DO drink cold drinks with ice?” If the answer is “no one” then it's time to wish that person well ... and move on.

If, on the other hand, the prospect says something like “*I love having some water with my ice...*” you may just have a buyer ready to place an order.

At this point you have determined the prospect has both a need and a desire for ice.

And what happens next may pleasantly surprise you ... when the now customer asks about your prices, delivery time, etc. When a former prospect, now customer starts to ask questions like that (a/k/a buying signals), in their mind, they have already said “Yes.”

FYI: Years ago, this approach was called the “needs assessment” approach.

Some of you may be thinking “What if the prospect isn't asking buying-signal questions?”

There is a third element – Professional Persistence - which is respecting the prospect's timeline for going forward.

For example, if the prospect says “Now is not the right time to make this purchase ...” The professional salesperson's next question is “When would be the right time?”

If the response is “The beginning of the next quarter” then a couple weeks before the start of the next quarter” ... and not before, you reach out to that prospect.

Remember, using a *pull strategy* plus *positive patience* along with *professional persistence* will make your selling efforts easier.

“*The process works if you work the process.*”

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