The importance of LIKING

- ◆ Have you ever *not* bought something because you didn't like the sales person?
- ◆ Have you ever bought something, with the balance of your final decision just tipped because you liked the person?
- ♦ If they dislike you, then you've got no chance.
- ◆ Liking you won't make them buy, but it does make it possible for them to buy

	They like you	They don't	
They want it or are keen on YOU	SOLD!	Probably not	
Marginally They in favour haven't decided yet Marginally against	Very	Unlikely	The commonest area
	Probably	Not happening	
They don't want it or are against buying from YOU	Possibly	Not a hope!	Chris Croft Training ● ***