

Sales Technique - “IF” Approach

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Available Material:

- [Updated LMS Gamification I Test - 12/18/18](#)

A. Lesson 1: What is the “IF” sales technique and when do we use it?

1. The "IF" sales technique is a technique used to gain initial but critical agreement from a disinterested or difficult prospect by asking a question that most people would generally say YES to.

B. Lesson 2: Why use the “IF” Approach?

Four benefits to the use of the "IF" sales technique:

1. Disrupts the "NO" mentality of the prospect.
2. Re-frames the conversation.
3. Provides transition for a Re-pitch.
4. Small victories for the agent.

C. Lesson 3: When do you use this technique?

1. To diffuse a prospect with multiple objections or initial lack of interest in our pitch.
2. To gain back control of the call by diverting the topic of the conversation.

D. Lesson 4: How to use the “IF” Approach? (Verbiages)

1. Delivery: Down to the point. More of a rhetorical question with a downward intonation.
2. ***“IF” it was free, will you take it?***
 - a. Once you get a “YES” from the customer: *“Then let me show you how the service practically pays for itself .”*
 - b. Go to ROI Short Version
3. ***“IF” you give me \$150 but you make \$1,000, will that be a good deal for you?***
 - a. Once you get a “YES” from the customer: *“And that is exactly what our service is designed to do!”*
 - b. Go to ROI Short Version



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4. ***“IF” you give me \$150 but, in turn, you get \$1300 worth of products and services. Is that a good deal?***
 - a. Once you get a “YES” from the customer: *“And that is exactly what you’re getting from this program!”*
 - b. Go to ROI Services Version
 5. If you get a “NO” on the first “IF” question, go to the next “IF” question. If you get another “NO”, ask a different question.
 - a. Questions such as
 - i. *“What will make you do it?”*
 - ii. *“What will make sense for you?”*
 - iii. *“What will make you happy?”*
 6. What happens when you get more “NOs?”
 - a. Acknowledge, then change the subject with another sales technique.
- E. Lesson 5: [Training Presentation](#)
- F. Lesson 6: Sample Calls
- [Call Scenario 1](#)
- G. Lesson 7: Training Video [Sales Technique I “IF”](#)