

Title:

Death Of A Salesman? It's What Happens When The Customer Says "I'll Think It Over!"

Word Count:

364

Summary:

Michael Jordan said "Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it"

You have given a great presentation, you ask for the order and the customer says he's going to think it over. This was the moment I felt was the last straw. I'd had it! I don't want to sell anymore; I'm going back to bookkeeping! So, without a care in mind I said whatever came to mind and it worked! Let ...

Keywords:

salesman,customer,objections,selling,think it over,sales trainer

Article Body:

Michael Jordan said "Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it"

You have given a great presentation, you ask for the order and the customer says he's going to think it over. This was the moment I felt was the last straw. I'd had it! I don't want to sell anymore; I'm going back to bookkeeping! So, without a care in mind I said whatever came to mind and it worked! Let me share my epiphany with you.

I was selling employment testing material that was based on the teachings of a well-known sales trainer. The question that brought the most conversation was about closing. How do you ask for an order? When someone says I'll think it over, do you become the nice customer service type that says "fine, call me when you're ready" or do you go for the throat and say "what is there to think about?" You know the first response is totally wrong and the second, which is the suggested answer, will probably turn the customer off. You try to say it nicely but at this point it's likely he's not going to say much more. What did I do? I said gently and with a smile in my voice, "Mr. Customer, could you think out loud so I can hear you?"

I must tell you, I did not expect the response I got. He laughed heartily and said he could do that. He proceeded to tell me his reasoning and I proceeded to answer all his objections. We were both very relaxed; he purchased my product and congratulated me on my question and my closing.

There's an old adage that says, "A smile given to another can make the difference in their day and yours too."

Needless to say, I decided selling could be fun. I did not go back to boring bookkeeping and now that I've retired, these words 'could you think out loud so I can hear you' are my present to you.