

Negative Reverse Prospecting

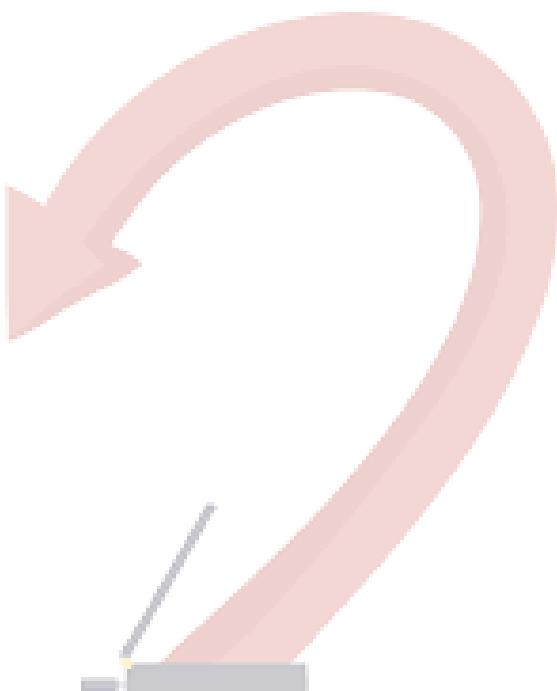
Do exactly the opposite of what your prospect expects you to do.

For every action there is an equal and opposite reactions.
To move the prospect back toward the selling process, follow these guidelines when a standard approach is not working:

If your prospect is positive, you go Negative

If your prospect is neutral, you go Negative

If your prospect is negative, you go even more Negative



Negative Reverse Prospecting

"I get the feeling that you have absolutely no interest in what I'm selling. Before I leave may I ask you one more question? Is it over?"

If no go back to the selling cycle.

If yes, say: "Now that it's over, can I stop being a sales person for a minute and be a consultant? It appears that no matter how do you satisfied you are with your current service provider that you've never consider our service. Is that right?"

If no go back to the selling cycle.



Negative Reverse Prospecting

Negative Reversal Role Play

Prospect: I don't know why you wasted your time coming by today. There's no reason we're going through changing credit card processors again.

Salesperson: You shouldn't. If I were you, I wouldn't even do business with me.

Prospect: I'm glad you agree.

Salesperson: That's because you've already made up your mind that if you ever did change processors again, you would have the exact same difficulties. I mean, that's the decision you've made, right?

Prospect: Well, I don't know if I've actually made that decision.

Salesperson: I appreciate that, but you probably should have. My guess is that even if I explained to you the steps we've taken to make sure that problem doesn't recur, you still wouldn't consider doing business again. Probably never!

Prospect: I'm not sure I would say, "never."

Salesperson: Oh, what would you say?

Prospect: I'd have to be convinced.

Salesperson: I probably couldn't do that.

Prospect: Maybe you can't. It's up to you whether or not you want to try.

Salesperson: Let's suppose I did try. What would you have to see or hear to be comfortable doing business again?

Prospect: Well, good question. You would have to prove to me that your system would meet my needs, that the transition would be free of problems, and that _____. You would also have to prove that your tech support is more accessible, how your QuickBooks integration works, and we would have zero down-time.

