

# Negative Reverse Prospecting

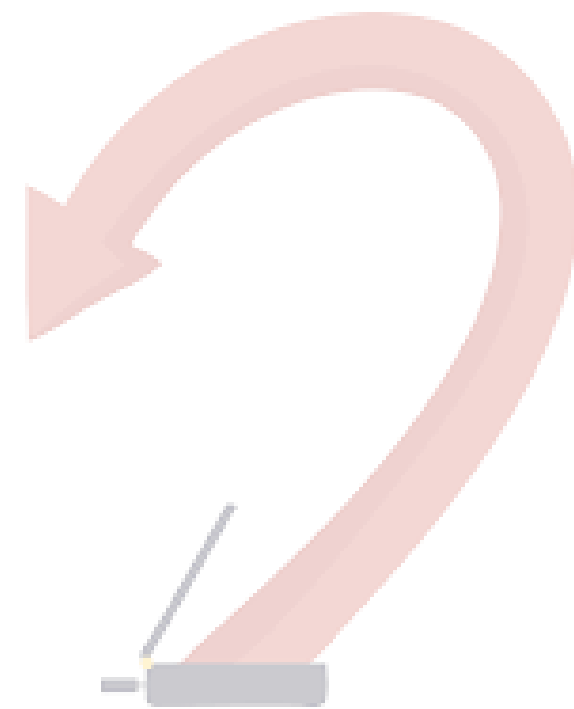
**Do exactly the opposite of what your prospect expects you to do.**

**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.

