

Making the sale: You only have to ask once

Written by Julie Desmond
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Are there really only so many no's before a yes? Good salespeople say this is a fact. As do four-year-olds. If you ask often enough, you will get to the answer you want; you will get to the yes. Great salespeople say something entirely different. Great salespeople - phenomenal sellers, negotiators, brokers, and people managers - will tell you that no one ever changes their answer from no to yes just because you pressed. The way to get a yes, they say, is to not ask the question at all until you already know what the answer will be.

The way to THAT yes is to ask all the questions you need to ask to get the other person to arrive at your yes before you do. Invite them to your way of thinking. For example, if you want to sell a car to your buddy, you could start out by saying, "Do you want to buy my car?" Your friend would look at you, maybe laugh, and say, "Uh, no."

So, you find another buddy. You are making plans to go out. "Do you have a car?" you ask your pal (question number one). He says, "Uh, no."

"No problem," you say. "I'll pick you up." And when you do, you ask, "How do you like this vehicle? The color is great, isn't it?" (Questions 2 and 3). "Yeah, it's great."

"It gets incredible mileage, too. Did you know this thing can go 500 miles between fills?" (More questions).

This goes on a while. You and your buddy go out. You have some fun. You're headed home and comment, "This is a great car. I'm thinking of selling it, though."

"Really?" Now your friend is interested. You already know he needs a vehicle. He already knows this car's benefits, its highlights, and its features.

"Do you want to take a test drive?"

Aha! Now you're going to hear the answer you want... the Yes. And you only had to ask once.

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