

If You Don't Ask – The Competition Does

More sales occur
when the buyer is
asked to buy.

When's the last time you had a joint sales ride or monitored phone calls in the call center? You may find what we've found over the last thirty some years and to this day continue to see . Sellers forget to ask for the sale. Yes, that is shocking! When asked "Why?" the primary answers were, "I didn't want to hear a no." "I didn't sense they were ready." Or "I guess I forgot." Whatever the reason, more sales happen when the seller asks for the order outright.

Sales Huddle Energizer

Today ask your sellers to concentrate on asking for the sale. Since they may be wary of hearing "no" help them to first ask a testing the water question. Before you jump into a swimming pool, you test the temperature and adjust accordingly. Use the same philosophy as you proceed to close the deal and you are able to only ask for the decision when it's clear you will hear a 'yes'.

Testing the water questions are opinion and feeling questions like:

- What would you recommend as our next steps?
- How is this in alignment with achieving your goals?
- What concerns or barriers, if any, are in the way of you moving forward?
- What else do you need to know to reach your decision?
- If you were to say yes, what would that look like for you?
- What risks are involved in buying now?
- How does this sound?
- Does this solution meet your criteria?

Provide each seller with this list and ask sellers add to it.

Once it is evident they're 99.9% sure they'll get a yes – the customer will be asking to buy!