

# Silence Is Gold

Customers learn quickly that sellers will keep talking and when they do it's easy to send that seller on their way without a sale.

Sellers have a bad habit of asking a question and then not waiting for the customer to answer, answering it for them, or asking another question before the customer even answers the first one. The customer learns quickly that the seller will keep talking and at some point they say, "Thanks, but no thanks." The seller isn't even aware of what went wrong during the sales call.

Studies show people take an average of 2 - 3 seconds before they respond to a question. Additionally, there are people who mentally gather their thoughts and seriously mull over what they are going to say before they say it and take as much as 5 - 10 seconds before they respond. This silence can be very painful for some sellers. Now it's time to ASK and SHUT-UP!

## Sales Huddle Energizer

Today's challenge is for sellers to practice asking a question and then remain quiet. While they are quiet, they play the Counting Game.

### The Counting Game

- Ask their question
- Refrain from speaking
- Begin counting silently - one one-thousand, two one-thousand, three one-thousand
- This game keeps the seller from jumping in during the silence
- At the end of the day find out which seller had the highest number while remaining silent (most of the time 5 is the highest!)
- Discuss the outcomes and any differences experienced in today's sales conversations by keeping the mouth shut!