Push and Pull

We have a choice - we can either push or pull our prospects along the sales cycle. Which are you doing?

It's human nature to instinctively resist if we are forced to do something without understanding the reason behind it. Why would it be any different when we're selling to our prospects? All the more reason to eliminate the feeling of being pushed and instead infuse the feeling of being pulled along together.

Sales Huddle

Ask half the reps to exit the room for 2 minutes.

Give these instructions to the reps in the room:

1. When the other reps come back - go and get yourself a partner.
2. When everyone is partnered, the leader will instruct everyone to raise their arms in front of them so that the palms are facing their partner.
3. The reps who remained in the room will start pushing their partners to try and get them to go to the opposite side of the room.
4. Also instruct these reps there will be a Round 2 where they are to explain to their partner why they want to get them to the other side of the room - and the answer ISN'T because the leader told me. They are to be creative in their explanation.

Bring the reps back into the room and begin the exercise.

Instinctively the partner who did not receive the instructions will start resisting.

Allow a few minutes for the rep to try to get them to the opposite side of the room.

Stop the exercise.

Round 2: Instruct the rep with the exercise to explain why he wants his partner to accompany them to the other side of the room. After they have explained, say "Go."

Debrief with What's The Point? There are two ways to influence people PUSH and PULL as we have seen from this simple activity. If we push others into what we want them to do, they will instinctively resist. How are we guilty of this with our customers and what can we do instead?

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