

What should we do when a hot prospect gets cold feet for no good reason?

Maybe there is a good reason! Many salespeople mistakenly conclude that when they've dealt with all of the objections that are on the table, the sale is as good as made. Unfortunately, in big ticket selling there's another dimension of concerns that can cause even "sure thing" opportunities to derail. These concerns are the product of human nature - the fears, uncertainties and doubts that accompany any big decision with potentially risky ramifications. Here's what we've learned about how to resolve these intangible but very real barriers to a sale.

Identify decision risk factors that could lead to last minute deal-breakers

1. **The bigger** the decision, the more decision-delaying worries you can expect
2. **Even** smaller decisions can be problematic if they have high visibility
3. **Watch** out for big name competitors - choosing you could get a customer second-guessed
4. **If a competitor** already "owns" the account, you may be seen as "the devil you don't know"
5. **If your** technology is new to the customer, being better may not outweigh being different

Tune in to these signs of underlying issues or apprehensions

1. **The customer** brings up price concerns, but they seem like a pretext for something else
2. **Issues** that you have previously put to rest suddenly bob to the surface again
3. **Scheduled** meetings and mileposts get delayed for no good reason
4. **Access** to your key contact, previously easy, becomes problematic
5. **You are** cut off from vital information that was once eagerly shared with you
6. **Your sixth** sense tells you that things aren't as they seem

Use these techniques to uncover and handle late-breaking fears

1. **Concerns** about post decision consequences won't go away - so get them on the table
2. **The most** damaging concerns are the ones the customer is most reluctant to express
3. **So be** sure your contact is comfortable sharing confidences with you from the get-go
4. **Never** minimize a customer's concerns - you'll only drive them underground
5. **Fears** are personally held and only the person who holds them can make them go away
6. **So it's** better to encourage them to seek their own solution than try and impose your own

Why pressure and old school closing techniques don't work

1. **While** late stage doubts can seem like indecision, pressure will only make the worrying worse
2. **As the** source of these additional worries you're less likely to be awarded any decision
3. **Our findings:** traditional closing techniques make closing major deals 20% less likely

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FREQUENTLY ASKED QUESTIONS ON MAJOR ACCOUNT SALES STRATEGY

- ✓ The complete set of six
- ✓ Answers Based on landmark research by Neil Rackham, originator of SPIN[®] Selling and founder of sales performance authority, Huthwaite
- ✓ Offered by Huthwaite partner, Advantage Performance Group
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