



etips

'Lead the Pack' Sales Training

Need is a Matter of Degree

The hungrier you are, the more symptoms you experience, such as pains, cramps, weakness, and loss of stamina. Furthermore, you will likely be more aggressive seeking a meal. You can measure a buyer's hunger by the implication or consequence of their situation. Evidence may lead to the conclusion that the impact of the prospect's situation is not substantial. Without a significant degree of pain, the urgency and probability that the prospect will take action diminishes significantly. If you know there are not significant implications, you can choose to not move forward, or move forward knowing the chances of closing are less.

"The first principle of success is desire – knowing what you want. Desire is the planting of your seed." – Robert Collier

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Sales Mastery 'Lead the Pack' Sales Training

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