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'Lead the Pack' Sales Training

Closing is the Prospect's Choice

The prospect has the power to choose. They are the judge and jury to tell us "yes" or to tell us "no." The problem is that it is difficult or uncomfortable for many of buyers to "fess up." Prospects know salespeople are looking for a "yes" as evidenced by the common use of leading questions. Prospects defend themselves with stalls, objections, and withheld information. A personal example of how we put up defenses is someone going to the store looking for a particular item, yet refusing to buy what they need. The common response is a "Just looking." Do you make it easy for the prospect to tell you no, or is it easier for them to stall with smoke and mirrors, wasting your energy and resources?

"It's choice, not chance, that determines your destiny." - Jean Nidetch

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Sales Mastery 'Lead the Pack' Sales Training

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