

## Sales etips



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### Less is Better

Physicians are masters at giving just the right amount of information when explaining a disease. Rarely do they delve into the chemical and biological details of a diagnosis or treatment. They typically share information to the degree a patient requires it. Children are similar.

They ask deep questions but want simple answers. Everyone knows that if you need information on a service or product, just talk to a well informed salesperson. Sellers re-buy their wares every time they give a presentation, so it seems logical to assume that if buyers understand all the valuable points, they will buy too! Too much information creates objections, confusion and lost sales. Give the customer the information they need to make a decision, no more, no less. How will you know? Ask them!

***“We are drowning in information but starved for knowledge.”*** John Naisbitt

**Question of the week:** “What are other ways of knowing when the customer has received not enough or too much information?”

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