

4 Key Steps To Eliminate Resistance

KEY ISSUE: THE FINAL CRITICAL “TOUCH POINT” IN THE CLIENT’S MIND MAP ...
AM I BEING UNDULY PRESSURED?

Key Point: If you have “made your case” closing techniques are unnecessary – if you have failed to make your case they are *USELESS!*



The NEED – FEATURE – BENEFIT Statement

- This is what you said you wanted ...
- What I have to offer is ...
- What that means is ...
- The BENEFIT to YOU of that is ...
- CLOSE ... as if it were a logical conclusion to the process.
 - Closing is not an event ... it is a *PROCESS*.
 - Once you have either seen and/or heard an “*attitude of acceptance*” the close is simple. There is no need to “*trick and trap*” ... just *ASK*

KEY ISSUE: AN EFFECTIVE STRATEGY FOR
“HANDLING” LAST MINUTE OBJECTIONS



Key Point: An objection is more times that not a good thing. It indicates that the clients are considering proceeding but are attempting to assure themselves that they are getting the best deal possible.

How Salespeople React To “NO”

- 44% stop asking after the 1st “NO”
- 22% stop asking after the 2nd “NO”
- 14% stop asking after the 3rd “NO”
- 12 % stop asking after the 4th “NO”

92% of all salespeople stop “closing” in the first four “**NOs**” while 60% of all clients will say NO three or four times ... before saying “**YES**”

KEY ISSUE: P – A – I – R

Key Point: A 4-Step strategy that accommodates both the predictable need for give and take as well as appropriate number of times that will satisfy the client.



P ... ause

Do not talk faster; do not talk louder; in fact, do not talk at all. Give the other person the opportunity to express his or her feelings. There is absolutely nothing you can usefully say. *STOP TALKING!*

Silence allows you to go to the “*position of wisdom*” and gather your thoughts and emotions so you can deal with the situation *objectively*.

Silence is an *EXTENDER* ... it shifts the onus of keeping the conversation going back to them. And, uncertainty of what is going on in your head often causes them to respond more reasonably.

The silence will not only give you the chance to step to “*the balcony*” for a few seconds, but also helps the other side cool down.

By saying nothing you give them nothing to push back against – no target.



“Rarely is it advisable to meet prejudices and passions head on. Instead, it is best to appear to conform to them in order to gain time to combat them. One must know how to sail with a contrary wind and to tack until one meets a wind in the right direction.”

Fortunato de Felice, 1778

A ... cknowledge

Acknowledge their point of view if you want them to acknowledge yours.

It is disarming to be met with a sincere and respectful listening – acknowledgement and recognition– rather than a counter-argument.

Acknowledgment does not demonstrate weakness on your part ... but rather, done with confidence, *reflects your strength*.

Acknowledging and conceding are *quite different things*.

Acknowledgment and recognition of *THEIR OPINION* ...

I respect what you are saying, and ...

I appreciate why you might feel that way, and ...

I know exactly what you mean ...

I understand what you are saying ...

You have a point there ...

Acknowledgment and recognition of *THEIR FEELINGS*

I appreciate the way you feel ...

If I were in your shoes, I'd feel just as angry (upset) (distrustful).

Until you both acknowledge their point of view AND defuse their emotions, your reasonable argument will fall on deaf ears.

I ... solate

Isolation of an objection is essential to the process as it accommodates the clients' need for give and take and isolates the "real" objection.

The isolation process:

Tests the close. The clients *will not* allow you to go through this process if they are not *seriously* considering proceeding.

It affords you a way of alleviating the clients' need for give *and* take and guides them through the predictable "No's"

60% of the time, the sellers having satisfied their need for give and take, will concede. *This process alone handles the objection!*

40% of the time there is a *real* concern and this process isolates it from the non-issues – and begins the process of reframing the conversation.

R ...eframe

The way you change the game is to change the frame.

Reframe the stated and seemingly unmovable position into a joint problem-solving exercise.

Reframing means redirecting the other side's attention away from stated positions and toward the task of ...

- ... identifying interests (motivations)
- ... inventing creative options
- ... discussing fair standards for selecting an option.

The *single most valuable tool* in reframing is the *problem-solving question*.

A problem-solving question focuses attention on the motivations and options for satisfying them, and the standards of fairness for resolving differences.



The moment they answer, the focus of the conversation shifts from *positions* to *motivations*. You have successfully changed the game.
ASSIGNMENT ... Decision – Commitment – ACTION Mechanism

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