High Pressure versus Low Pressure Selling

High pressure selling will not only NOT get you the order but it will also destroy relationships most people in any walk of life like to be guided through a decision and not forced into something. This is also true of existing customers, never put them in a pressure situation otherwise you may find your repeat orders get discreetly cancelled.

Selling with conviction is the key with the emphasis on low pressure, convincing the customer that you have the solution to his needs. Persuasion must not be confused with high pressure selling.

Many mistakes are made by sales people where they focus in on the product for too long instead of sharing the financial benefits e.g. this product once in your production system could save you 40% of your costs annually.

The logical approach is once you have convinced the customer the benefits he is getting from the features of the product, get into the revenue saving aspect, as people are always trying to reduce their cost, which does not always mean reducing prices, in fact a good argument could be “by spending 10% more on my product your cost saving will increase by over 30% as opposed to my competitors saving of 15%, here is a graph I have put together for you” – remember a picture/graph/sketch is not confrontational!

If your buyer tells you he has to make his presentation to management, make sure your buyer has all the facts to present to his management if this is the situation and you cannot be present. Make sure he sells the process with the same conviction give him all the facts and figure and make sure they are right.

Winning the argument could lose you the order, avoid arguing at all costs, customer is King still holds true as an attitude and if you want to keep the repeat business and keep hearing those referrals.
**Measuring the Environment for Closing**

Closing is the reason each Sales Person is spending the time in front of his prospect, the close could be on the first visit, but sometimes it may take two to three visits. However in this situation you must try and get a close at the end of each meeting for example if the buyer likes the machine get a commitment to install one next week/whenever – fix a date, then after a pre defined period close the sale if the machine performs and the client is happy.

Always have a positive mental attitude, have confidence in what you are trying to put across and your buyer will have confidence in you. Always reinforce your presentation with positive phrases e.g. Your reject quality will certainly decrease once this machine is installed saving you quite a lot of money……..continually sow those positive thoughts as if though building a bridge of understanding.

*Identifying the buy signals*

When a potential customer starts agreeing with your benefits and starts adding to them.

Body language is open and the potential customer starts nodding in agreement to your presentation.

He/she starts asking questions, either about specification, life of product, or clarification about anything you have stated.

As you get through your presentation if successful we will get to the question of delivery, this should be an absolute close, but so many sales people actually make this harder than it should be. Some sales people are afraid to answer this question honestly in case they get a rejection, so they say “anytime you need it” fine if you have a quick delivery item but a possible disaster if it is a long lead time item, as the sales person has now lost control. A much better approach is to say “When will it suit the production timetable and I will check if our people can meet your date”

If you can meet the date close there and then, if not negotiating a date on a long lead time item is acceptable provided you made the prospect aware of this in your presentation. Then close, do not give the prospect time “to think about it” if this is the case you have misread the signals.
Closing is your ultimate objective, the more you practice by taking every opportunity the more successful you will be.

**Important Closing Techniques**

Each and every sales person has a favourite close, which they are very comfortable with or may even suit a particular situation or product.

*The Alternative Close*
This type of close is the easiest to apply, you give the customer a choice in which he can only give a reply you can action. For example would you like the product in black or white? Do you want the product delivered Thursday or Friday? How many do you want me to enter for the first order 100 or 200Kg?

The alternative close is a way of getting a positive response from the client without him/her thinking it is a major buy decision, but never the less we are leading the buyer down the road of not only making that final crucial decision, but also eliminating a lot of those minor road blocks.

*The Summary Close*
This is a good technique to find out quickly if the customer is ready to place the order. One technique is to run through all the benefits covered up until this point i.e. Benefit one; it will give you a faster production rate, Benefit two; it can be installed over the weekend giving no loss of production time, Benefit three; It will increase your production by 200%, which you have to agree is an impressive list of benefits, to which the buyer if you have done your work right should agree with your summation. If they do then all you need to do is say, when can I send in our engineers to survey the area, Tuesday or Thursday! (An alternative close within the summary).

A positive answer means you have closed. If an objection is raised you need to overcome the objection and revert to the close as quickly as possible.

“So if we can modify that issue could we agree to an installation date” this may sound like a pressure statement but will only be one to the buyer who has any other
objections, this type of subtle pressure will either close the order or flush out an issue. After you have made a statement like the above say nothing else, let the buyer respond, the longer he takes to respond the stronger your position is. The silence is sometimes deafening but do not be tempted to add a word. You will be surprised how effective this is!

If you are faced with lots of objections you need to reappraise your presentation or ask yourself if this person is really the decision maker, if it boils down to price, ensure you have a benefit on the final cost to the end user that is lower if they use your product.