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'Lead the Pack' Sales Training

Caution – Friend or Foe in Sales?

Caution is a double edge sword in selling. Walking the line between the need to take risk and not being too overbearing or assumptive can be tricky. Three tactics that will help you avoid trouble is learning to read people's rich non-verbal communication and learning to ask permission before asking tough questions or multiple questions.

- Without permission, a sales interview can feel like an interrogation to the prospect. Ask only one question at a time to avoid confusing the prospect and devaluing your second question.
- The adage that actions are louder than words is very applicable in face to face selling. Watch the prospects eyes, the gestures, and their face movements. All give credible clues to how the prospect is receiving you and your approach. Body language will either say yes, I am interested or with you, or it will say no, I am not on board with what I am hearing.
- Learn from others, learn from your own experiences.

"Caution is not cowardly, Carelessness is not courage." -Unknown

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