

Sales etips



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## Is the Relationship the Real Problem?

Sellers always want the truth and are good at telling the truth about products and services. The gap occurs around concerns about stalls, put-offs, decisions, and existing vendor relationships. Of course, in most situations it is wise to avoid saying something that

would intentionally hurt someone, however sharing your real concerns is just being truthful. For example, it is common to interact with a prospect knowing they have a long-term relationship with another vendor. Too many discussions beat around that bush, talking about price and benefits, but never address the real issue—the relationship. Would it make sense to ask if the benefits outweigh the existing relationship or ask how the buyer would explain the change to the existing long-term vendor? Address the real problem; it is just about getting to the truth of the situation.

**“Freedom lies in being bold.” - Robert Frost**

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