



etips

'Lead the Pack' Sales Training

Puppies are Great Closers

Adopting a pet is a substantial commitment, yet many people find themselves with a puppy even though they didn't think they wanted one nor intended to get one. Why? Because puppies bring out favorable emotions and emotion is the driving force behind buying. Holding the puppy results in warm happy feelings lowers barriers and creates desire. Automobile dealers know this tactic well. Many encourage you take the car home for the weekend or the night. They know using the car will help engage feelings that are positive, escalating the chance you will purchase the car. This 'puppy dog' close works in many situations. Consider ways in which you can help your prospect experience your solution without risk or cost.

"Happiness is a warm puppy." – *Charles M. Schulz*

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