



The CONNECTION™

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The Talking Trap

You're meeting with a customer or a prospect. Somewhere, mid-conversation, they say, "I don't know if you can help us with this," or they ask, "Do you do that?"

Beware! You could be falling into (echo sound effect here)...The Talking Trap. Salespeople want to solve the customer's problems with their solutions. We look for a buying signal-anything that might indicate they have a possible sale. And when we hear it, what do we do? We jump at the chance to start talking about all the wonderful things our products and services can do for the customer-The Talking Trap. We unload ten tons of information on the customer before we fully understand the customer's wants, needs and objectives.

Customers say, "I don't know if you can help us with this," to send out a feeler to make sure they're not wasting their time with someone who can't help them. They may be far away from making a buying decision.

Don't fall into The Talking Trap. When you hear a feeler, give the customer a one-sentence reassurance that they're talking with the right person. Say, "Yes, we do that," or, "That is one of our strengths." Then ask a question that keeps them talking-now with the comfort that their time with you will be worthwhile to them.

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