



The CONNECTION™

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Don't Get Caught in the Lobster Trap

Your customer asks you a question. Your instinct as a salesperson is to give that customer everything you know about the issue, using your plethora of product information. But your willingness to take the bait may put you in a difficult place, just like a lobster caught in a trap. Many times, customers ask questions to broach the subject of something that's on their mind. Instead of moving your sale forward, your lengthy answer may stop it cold.

When a customer asks you a question, find out why they're asking before you answer. Give a short, neutral answer. That's courtesy; no one likes to answer a question with a question. For example, your customer asks, "What kinds of products do you produce?" Your short, neutral answer might be, "We produce many different types of products."

Then find out why they're asking. Say, "I'm curious, why do you ask?" Listen to the customer's answer. Now you'll know what's behind the question. You'll hit the mark with your answer and stay out of the lobster trap.

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