



The CONNECTION™

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The Power of "If"

You're meeting with a customer. There's critical information you need from them to understand their perspective or to qualify the sale. But, it's sensitive information-about their budget, their priorities, or their vision-and the customer may be uncomfortable revealing the details. They haven't given you clear buying signals, but they're talking with you, so you're in the mix.

How do you get the information you need without putting any pressure on the customer? That's where the power of "if" comes in.

For example:

- "If you were to identify a budget range for this initiative, what might that be?"
- "If you were to picture your ideal situation, what would that look like?"
- "If you were to prioritize your top objectives, which would be number one?"

When you ask an "if" question, you help your customer think out loud, imagine their future, and give you important qualifying details without you pushing your solution or putting any pressure on the customer.

Try one in your next conversation with a customer, and unleash the power of "if."

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