



The CONNECTION™

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The Mutual Goal Thermometer

One way to gauge the "temperature" of a pending deal is to use words that imply you and the customer have a mutual goal. The customer's reaction will tell you whether you're as close to a deal as you think.

For example, if you ask, "What can the two of us do to make sure your people are ready for the implementation?" and the client balks, or doesn't know what to suggest, more conversation is needed to overcome objections and close the deal. If, on the other hand, the customer accepts the "we" language and offers solutions, he or she has made your life easier by telling you exactly what he or she expects and what will satisfy him or her.

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