



The CONNECTION™

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Persistence and Pressure

It's no secret that salespeople must be persistent. But some salespeople seem to forget the imaginary line separating persistence from pressure.

The customer is the one who determines the amount of pressure that crosses the line. Therefore, it's wise to remember to pay attention the following customer cues indicating you may be pushing too hard:

- You hear verbal cues like, "hold on" or "not so fast."
- There is a sudden change in their physical demeanor; they pull away from you; or they suddenly look less relaxed.
- Their voice becomes flatter and less engaged in the conversation.

If you're asking too many closed questions (a common cause of feeling pressured), the customer may go from using friendly responses to one-word answers.

Don't give up on your objective-but remember to avoid the line between persistence and pressure.

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