



The CONNECTION™

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Facts versus Feelings

Most sales professionals are terrific at finding the details in a customer conversation. What many salespeople don't pick up on - or choose not to respond to - is how the customer feels about it.

For example, a customer might ask for "17 of them, in blue, by...uhhhhhh...Thursday." The hesitation might mean he or she is thinking, or it might mean there's a potential objection lurking there. Ignore it at your peril.

Test the importance of those feelings by saying something like, "It sounds like there's some question about that." If there isn't, great. If there is, you'll be able to address the customer's feelings before they threaten the sale or delivery.

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