

You Made a Great Choice!

When you made your last sale, how did you respond to the customer? What about during your last big purchase, did the sales person make any comments about your decision?

Recently I went to pick out some new cologne for myself. While sniffing several different brands, I had to narrow my decision down to two scents. I have made my decision and I choose brand ... The customer service representative said to me “you made a great choice”. It is those 5 words I want to talk to you about today. You made a great choice!

When I heard those words, I felt that I controlled my decision and by her response, it was the right one. I felt really good about it and was proud. Now, she most likely says this to many customers. It is a part of sales training that many sales people forget about, but it is there. She recommended most of the brands to me and probably realizes the profit that is received by selling these brands. But, she let me make a decision and when it came to my decision to choose, I took ownership of the decision making process. And it was a great choice!

I've attended several sales training classes over the years and have read many books on the subject of sales and decision making. In fact, I have used the customer's decision as a selling tool many times over myself. Even a simple decision to just set up an appointment is a choice that I enjoy letting the customer know it was an excellent one. Example: John, I appreciate the time on the phone today. Your decision to award me some time next week is an excellent one!

Letting the customer know that they've made a great or excellent decision is a powerful tool in the selling process. It acknowledges the ownership of their decision and let's them know you don't object, no matter what you feel. It also provides reassurance that they made the right decision. Many sales people tend to want to guide the customer down a path and pick out the solution for the customer. You can achieve much better results when the customer makes the decision. In fact, you can still guide them towards the product or service you think will work best for them if you show them the value in the item you're selling. But remember, if it is their decision, they have no one to blame but themselves for that decision.

Have you ever bought something from someone that forced you into the purchase and you felt suckered into the decision? You blame them, your kids, anyone but yourself. You just are pissed off. But, have you ever purchased something and the sales person let it up to you? The sales person reinforced that you made a good choice in picking that item. Yes, sometimes it may not have worked out for you, but you don't pass the blame. You chalk it up to a bad decision, but you still consider that sales person as a very good one.

Next time you are in a selling experience whether the seller or the buyer, see what happens if this tool is used. Your decision to try this will be an excellent choice!

Great Selling & Happy Holidays!

Mike Popella