

How To Increase Sales By Getting Buyers Involved In The Selling Process

By Steve Clark – The Sales Psychologist

The old adage that “people like to buy, but they don’t like to be sold” is alive and well in the 21st Century. One of the keys to having buyers sell themselves has to do with a very little-known psychological principle that says people tend to support that which they help create.

What that means is the more a buyer is a participant in the selling process, the more likely they are to buy.

Does your selling process intentionally involve buyer participation? If you’re selling a product that you can demonstrate, did they touch it? Did they feel it? Did they practice with it? Did they get a chance to use it or are they simply someone who sits there and lets the sales person do all the talking and all the demonstration?

How to increase sales by using a written agenda and uncover

Those who are very astute will recognize that our Uncovery Worksheet and our setting of an agenda, especially a written agenda, gets the prospect involved from the get-go.

This involvement gets them physically and emotionally involved as participants. How involved are your prospects in your selling process? Are you the one who does all the talking and they just sit there like bumps on the log waiting to make a decision when you’re finished talking?

How to increase sales by getting prospects to consume your information

Another form of involvement is the consuming of information. How much information about you, your company and what you do and who you work with do your prospects consume prior to your first meeting with them? Has your prospect read information about you?

Do you send them anything to read? Have they been to your website to read anything or to watch any videos or to download any reports? Have they received audio links from you with interviews with some of your clients? Have they participated in a free, come-look-and-see tour of your office where they get to meet the staff—an open house, if you will? Have they done any of those kinds of things physically or online or in print?

If they have done none of those things and you hit them cold, you will have a difficult—almost impossible—time creating rapport and trust. If they have never heard of you and you just show up, you are operating at a significant handicap. Getting them involved in consuming information about you and being involved in the selling process will take you from minus 80 to at least zero when you first meet with them.

Getting prospects or buyers involved in the selling process requires that you intentionally slow the process down. You slow it down to get them to consume information about you and to participate to some degree in the completing of some sort of survey or worksheet or uncovering of needs analysis before you ever go to see them.

If you don't have them do that and you rush out and go to see them there is no opportunity for them to consume any information or participate in the process with you.

That strategy puts too much pressure on you to hit a home run while in front of them. You've got to be everything when you go out there and you're only going to get one shot to impress them.

Two problems with that approach. First of all, by being so available and willing to run out there on the spur of the moment, you communicate a message that says "Hey I've got nothing else to do." Your message says, "Hey my time is not very much in demand," which sends out exactly the wrong message! Sort of like a girl desperate for a date and will take anybody who calls her for a date because she's got nothing else to do. That's the kind of impression you give. So, you intentionally want to slow the process down and have your buyers go through a series of steps before you have the first face-to-face interview with them.

An example of how to increase sales by intentionally slowing the sales process down

Recently, I attended a social event as a guest of one of my clients in hopes that I might be introduced to some of her high-end clients. At this event, there were architects and lawyers and high-end financial planners. I went, drank wine, and visited with them. During the event, I met a certified financial planner and of course, as you know, everybody asks you what you do.

Well, I don't carry a business card. What I do carry is a rack card. It's a 4 x 9 card that on one side has the front cover of my book with an offer to download a free copy electronically (an ebook) along with an MP3 audio. On the backside is the cover of my book that says, "Who is Steve Clark?"

Everybody else has business cards. They ask me for a card, I flip out this 4 x 9 card, give it to them and start the conversation. Sometime later this guy calls me and says, I went to your website, and I looked around and there are some very interesting things you offer. I'd like to set up a time to get with you and kind of go over the things that you do because I think I might be in need of coaching of some sort with you.

And I said, "Before we meet, I need you to do a couple of things. I need to make sure that you have gone through certain places on my website and that you have read certain things about me and what I do and how I do it. By doing that, it will make our time more productive when we do get together."

And then I asked him if that made sense and he said, "Absolutely." I told him I would send him three links to my website and to go there and read those three pages on my website.

We then set up a time to get together and talk after he had done his homework. This put me in control from the get-go and positioned me as the Ultimate Authority. And yes, I made the sale. Actually, my material made the sale for me. One of the easiest sales I ever made. That's how business is supposed to be. Not some grind it out marathon of endless meetings and follow ups that waste time. I

urge you to implement processes that get your prospects involved in the selling process before you just show up and pitch them on what you have.



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