

SALES PSYCHOLOGY

Understanding Customer Mindset



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Introduction

Salespeople have been using human psychology to their benefit to close sales for hundreds of years. Since the days of the ubiquitous “snake oil” salesmen, the way the brain works in response to negotiation and purchase has been examined in depth to figure out exactly how and why we respond to an offer in the manner that we do.

Luckily for everyone involved - salespeople and prospects - we’ve advanced to a point where we can sell without being deceptive, simply by matching the prospects’ wants, needs, and desires to the product, service or ideas we’re selling.

The very best salespeople have always been the ones who use their intuition and empathy to learn about their prospects both as a group and individually. They generally have an open mind and a wide-open view of the world. Top salespeople enjoy learning new things that directly oppose their own views, and they love a good debate. The ability to study each potential buyer and respond immediately and appropriately to their verbal and physical cues is essential to anyone who depends on sales for their livelihood.

In this e-book, we’ll take a look at the history of psychology in sales, what makes psychology so important in sales, and the key strategies we can utilize to best close the deal. We’ll also discover how to best use psychology and reverse psychology in our negotiations with prospects.

History of Psychology in Sales

Interestingly enough, snake oil salesmen really did sell oil - but it had no oil in it that came from any snake. Usually, a mixture of mineral oil, beef fat, camphor, and a few other ingredients, the original snake oil salesman, Clark Stanley of Stanley's Snake Oil Liniment was sued by the United States government in 1917 for misrepresenting the ingredients of the oil. A \$20 judgment was placed, and thereafter, anyone doing shady business was deemed a "snake oil salesman".

During the late 1800s to early 1900s "Pyramid Selling" became a popular means of sales of cash registers, and was originally started by John H. Patterson. The idea behind pyramid selling was that a business owner would purchase a cash register, and then be tasked with demonstrating his cash register to other business owners within his geographic area and selling them on the cash register as well. Pyramid selling (also known as pyramid scheming) is today defined as financial fraud, and shouldn't be confused with Multi-Level Marketing, which is a legitimate sales platform, usually selling a physical product.

In the early 1900s, several different sales techniques came to the fore - both legitimate and otherwise. In 1918, a man named Grant Nablo claimed that he could size up a prospect by looking at the shape of their forehead. Reportedly, a prospect with a "high" forehead would be an easier sale to close as they had more room for creativity and imagination, and would be less likely to be put off by new ideas and ingenuity.

Interestingly, in 1923 the Ford Motor Company adopted Nablo's theory and began including its instruction within their sales training. "Sell the vehicle according to the shape of the prospect's head", it read.

The 1940s and 1950s were huge when it came to developing sales techniques, strategies, and methods. Relationship selling, barrier selling,

and the SELL method (Show, Explain, Lead to benefits, Let them talk) were all developed in the early-to-mid 1940s. The most popular of these was relationship selling, created by Dale Carnegie, and still very widely used today by most sales professionals.

During the late 1940s and early-to-mid 1950s the ADAPT method (Assessment, Discovery, Activation, Projection, Transition), ARC method (Ask, Recommend, Cross-sell, Close), and the AIDA method (Awareness, Interest, Desire, Action) were all developed and many of these methods, and hybrids of them, are still in use today.

All of these various methodologies paved the way for the future of sales. There was now a much deeper understanding and appreciation of how human psychology affected negotiation and sales. As businesses grew to sizes never before seen, the need for more advanced and complex sales methodologies grew as well. And while everything that came before had been sufficient, if not necessarily ethical, there was now a need to create new methodologies.

Before the 1960s, most sales methods relied heavily on manipulating people in a rather questionable nature. When you consider that some tactics aimed to trick the buyer into saying "yes" to a sale (barrier selling), or the canned and impersonal presentation of formula selling, there was now a distinct need for a sales methodology that was based on honesty.

Enter Xerox Corporation. Yes, the copy machine company. You simply can't talk about innovation in psychological sales methodologies without highlighting how Xerox changed the sales playing field forever.

Back in 1968, after Xerox had lost the patent for dry photocopying, the corporation found that their sales representatives now had much more competition, and "old" ways of selling just weren't working any longer. Xerox needed new sales strategies, so they invested over ten million dollars in research to do just that.

What this research revealed would become a brand new approach to negotiation and sales entitled Needs Satisfaction Selling. Prior to this, there really was nothing new in sales methodologies. There were crossovers and hybrids of already developed methods, but this was the first time that salespeople were actually encouraged to create long-lasting relationships with their prospects and clients instead of just chasing the close.

No longer were canned presentations utilized, and trickery and excessive manipulation were now a thing of the past. With Needs Satisfaction Selling, salespeople were aiming to get the prospect involved in the sales process, instead of solidly controlling the process themselves. It was the first time that salespeople were trained to ask questions, find out what the buyer wanted and needed, and then present the features and benefits of their product or service, and explain how it filled those wants and needs. This was the very first time that salespeople were told to truly interact with their prospects!

During this same time period, others were noticing that the old methods of sales weren't effective any longer. Because of this, a deeper look at the new science of psychology had begun. Many top sellers dove into learning basic psychology as a way to tailor their sales methods to their audience, with varying degrees of success.

One of the most famous of these sales pioneers was David Sandler, a motivational sales professional who developed the Sandler Selling System, still very much in use today. The Sandler Selling System is aimed at placing the salesperson at the same level as the prospect, with mutual respect and appreciation. The system is based on honesty and the psychology of human nature and that's the very reason why it works so well.

The 1970s and 1980s brought a few new methods into play but it has been argued that nothing truly earth-shattering happened until the 1990s

ushered in the era of Relationship Selling which is still the most widely-used selling foundation today. Relationship selling is based on the fact that with growing technologies, buyers have become more intelligent and thoughtful. Relationship selling means that you work to create genuine relationships with your buying prospects, and sell to them what you know they need based on what you know they want. Building the relationship as the foundation for the sale breeds trust, loyalty, and greatly increases the chance of a referral from a satisfied client.

2011 brought a brand new approach to B2B sales called The Challenger Sale, and has taken the psychology of the relationship with your prospects to a new level. The Challenger Sale methodology is based on research that discovered that every salesperson falls into one of five different categories based on how they naturally interact with people. The category that creates the strongest and most successful salespeople are the Challengers. These are personalities that are open to new ideas, view the world positively, enjoy debate, and also truly enjoy getting to know a customer's business so that they can sell to them effectively. These are the top performers in sales. And these are the focus of the Challenger Sale methodology.

Why is Psychology Important to Sales Success?

The vast majority of sales training today is highly focused on interpersonal communication, and for good reason. You can't possibly be expected to sell anything if you can't properly and effectively communicate with others. But in learning how to communicate well, you have to take a look into human psychology. You can't communicate effectively with a prospect until you know the why and how of the human nature of buying decision-making.

There are four basic psychological reasons prospects are motivated to purchase a good or service. These reasons are unchanging and apply across-the-board regardless of what is being purchased. Learning these reasons and the psychology behind them will increase your sales prowess, so let's take a look at them now.

Justification

Your prospect has a deep need to justify their buying decision. While all purchasing decisions are both analytical and emotional in nature, how much is analysis and how much is emotion depends on the purchase itself. For instance, an individual purchasing a car is going to be making that purchase based largely on emotion. Someone in charge of signing off on a large corporate contract is going to use analysis, not emotion, to justify the purchase. Most buying decisions lie somewhere in between these two ends of the spectrum, and learning to provide your prospects with the information they need will help them feel confident with their decision as they give you a yes.

Emotional Needs

Every purchase has some element of attempting to satisfy an emotional need. This differs from justification in that unless the emotional need is met (and often this emotional need isn't something that is consciously

known), all the justification in the world won't make that prospect buy. There simply must be an element of emotional involved.

You can help discover what these emotional needs are by asking questions of your prospect. Find out what the ultimate goal is for their future and how this purchase fits into that scenario. If you can figure out the emotional motivation for the purchase, you can succeed in making the sale by speaking to these motivations in your presentation.

Relationship

Your highest chance for closing a sale will come only after a relationship with your prospect has been formed. Your prospect needs to feel as if they are understood, and that their needs will be met by the purchase. They need to know that you'll be there after the purchase to offer support. They need to feel they can trust you, and that you feel they are important both as a business and individually.

There are many ways that you can create a foundation for a genuine relationship with your prospects. Discuss interests and hobbies you have in common, talk about your company and how you feel it serves the needs of people just like your prospect. Offer to show your prospect testimonials, and have them contact prior clients. This will give your prospect the social proof necessary for them to trust you, and ultimately buy from you. If you can master relationship-building with your prospects, you will rarely be rejected in your sales negotiations.

The Experience

You'll be much more apt to close the sale if you're able to offer your prospect a sneak peek into owning your product, or utilizing your service before they actually buy. By doing so, you'll be effectively proving to your potential customer that your offering solves the problem that needs to be solved. It'll be inescapable because it's right there in front of them. It will also show that you have confidence in what you're selling, and confidence makes sales.

Once you've satisfied these four basic psychological needs, it would make sense that the sale is a given. And it very well might be. But, as humans, we have something called psychological (or cognitive) biases, which are certain thought patterns that seem to make us make illogical buying decisions.

Utilizing Psychological Biases in Your Sales Techniques

So far, we've discussed the emotional and logical needs that should be met in order to secure the sale. But psychological biases throw a wrench into everything we've talked about because decisions using these biases simply don't seem to make much sense. Having said that, there's no avoiding them because they are simply part of our fascinating human nature. By learning what these biases are, and how to easily identify them, you can learn to arrange your sales presentation in such a way that these biases become a benefit.

For the purpose of this book, we'll discuss the ten most common psychological biases, give examples of each, and show you how you can use them to your advantage in your sales process.

Hyperbolic Discounting

If you were asked if you'd like to receive \$10 today or \$20 two weeks from now, which would you choose? If you're like most people, you'd choose the immediate \$10. That's what hyperbolic discounting is - choosing the immediate satisfaction, though it may be less than the longer-term choice. From an evolutionary perspective, this makes sense. You have no guarantee of any tomorrow, so take what you can while you can get it, as opposed to waiting for a greater reward, but run the risk of never making it to that future point in time.

As a salesperson, you can take advantage of this bias by highlighting the short-term benefits of utilizing your product or service to your prospect. If the main benefit is way off, focus on a few of the side benefits that will happen immediately.

The Bandwagon Effect

Have you ever "hopped on the bandwagon" of a trend, fad, way of thinking, etc.? Think McDonald's toys, Cabbage Patch Kids, and POGs. You bought them because...well because everyone else did. We're naturally attracted to the things we see others buying, whether we like or need them, or not. And the more people that buy it, the more we want it. This is a great lesson for how powerful social proof is. If someone has it, someone else will want it, and buy it.

The Ambiguity Effect

The theory behind this bias is that if a prospect has to choose, they will go with an option they are familiar with, as opposed to taking a chance on an option they are unfamiliar with, even though it may turn out to be a better choice with more benefits. This is the reason people choose to wear the same clothing, eat the same foods, and hang out with the same people - because the familiarity is comfortable, and we fear the unknown.

Make sure that your prospect has all the information they need to make the decisions they need to make to purchase from you. Be able to answer questions quickly, and assuage concerns they have immediately.

The Decoy Effect

Also known as the asymmetric dominance effect, the decoy effect is the tendency of a buyer to choose the more expensive of two options, after a third option (the decoy) is presented. That's right. If you can't decide on one of two choices, we'll add a third and the choice becomes clear. (We warned you these didn't make sense.)

That the decoy effect really works is nearly unbelievable, until you consider a study performed by Duke University wherein the participants were given two choices of restaurants - one was a close-by 3-star restaurant, one a far-away 5-star restaurant. The participants couldn't decide until a third possibility entered the equation - a 4-star restaurant

that was further away than the 5-star restaurant. At that point, the participants chose the 5-star restaurant.

When presenting your prospect with options to buy, be prepared with a decoy to send into the mix should your prospect have trouble deciding on one of the two original options.

The Anchor Effect

Essentially, the anchor effect means that you will rely the most on the first piece of information you receive when making a decision. It also means that any other information we're given after the first will be compared to it. To a salesperson, this means that you need to carefully plan how you'll be presenting yourself and your product or service when you meet with your potential client. Your first impression and the initial information you offer will be what your prospect goes back to when comparing everything you say. Make sure that it's positive and shines your product or service in the best possible light.

The Rhyme-as-Reason Effect

This bias simply reasons that we judge statements that rhyme as more honest and truthful than those that don't rhyme. The most effective, and most often used, example of this phenomenon is the O.J. Simpson murder trial of 1994. Simpson's attorney, Johnnie Cochran, used the phrase "If it doesn't fit, you must acquit" when faced with Simpson being requested to try on the infamous glove.

You can utilize this bias in your own sales practice by coming up with a rhyming phrase that describes your product or service.

The IKEA Effect

The IKEA effect means that people will place more value on that which they've helped to create, even when faced with a superior product that they didn't have any involvement with creating. It's easy to work this into your sales arsenal by allowing your prospects to have a say in what they'll

receive by letting them customize a service package or product offering. If they feel as if they're already a part of it, they'll be more apt to purchase it.

The Illusory Truth Effect

The more times you hear something, the more truth you'll assign to it, and that's what's behind the illusory truth effect. Repetition is your friend when you're talking to your prospects. You don't want to annoy anyone by sounding like a broken record, but the more you can state your main benefits, the higher the chance that your prospect will see them as benefits as well. So keep on talking.

The Peak-End Rule

We already know that first impressions carry a lot of weight in a prospect's mind. But the very end of your presentation is second in line. This is because most people remember the beginning, and the end, of an experience the most.

Think about the last book you read, or the last movie you saw. It's very likely that you remember exactly how the story opened, and how it ended, but the middle parts might be less clear. You can take advantage of the peak-end rule by creating very specific high points at both the beginning and the end of your presentations with prospects.

Loss Aversion

The concept of loss aversion is a powerful one when it comes to sales psychology. There is a much greater psychological pull to avoid loss than there is to achieve gain - in fact, studies have shown that buyers are twice as likely to avoid loss when compared with the same potential to gain. An example would be that most people feel it is better to keep (not lose) \$20 than to find \$20. We feel the pain of losing something far more than we feel pleasure at gaining something.

Never downplay the emotion that your prospects are working with in making their buying decision. Focusing on what they may lose rather than what they may gain might be your ticket to a higher close rate.

Key Psychological Sales Strategies

While we've seen that there are dozens upon dozens of sales strategies, there are some that stand out as the cornerstones of sales, and these should be part of any successful salesperson's arsenal of tactics. Here are five of the most effective strategies known to sales that you should strive to master.

Everyone Likes to Buy Things

When you purchase something, you buy a result - an end goal, an experience, a story that's already been formed within your own mind. If you go to a home goods store, and you buy a gorgeous scented candle, what you're buying is sitting comfortably on your sofa with a blanket and a good book, a cup of hot cocoa, and that beautiful candle lit and making the room smell delicious. When you purchase a piece of software, you're buying the future ease with which you'll now be able to get more work done; you're buying efficiency, convenience, and the potential for financial gain.

Lots of people question buying something - especially information - when you can access that same information free elsewhere. But the convenience of having everything in one place, and the potential result of the utilization of that information is what people are purchasing.

You've possibly been in the position where, by the very purchase you made, you felt as if you'd accomplished something. That's a common psychological response to buying and one that, as a salesperson, you'd do well to remember. Obtaining something for free doesn't have that same sense of accomplishment and ownership. When we pay money for goods or services, we feel better about it and are more apt to use it, than if we'd obtained the same thing for free.

Remember this when you're talking to your next prospect - you're doing them a great service by offering them what they want and need, and exchanging it for dollars. Your customer expects to pay, and they will willingly do so in order to reap the psychological benefits of the purchase.

Less is More

Have you ever been so overwhelmed with the choices presented to you in a purchase, that you became unable to make a choice at all, and walk away empty-handed? That's what our second sales technique is all about. Clearly, you can not eliminate options from your business - and logically, we know that customers like to have a choice i.e. they enjoy the control and feel more invested in the process when they have choices. But, too many choices and they shut down, and that's what we don't want.

One effective way to avoid the too-many-choices problem is to categorize your products/services. Three categories of service sound better than 37 services to choose from, doesn't it? Much more psychologically manageable, and an easier decision to tackle. This will also enable the buyer to feel like part of the process as they decide which category most closely matches who they are and what they want, and from there, they can choose the product or service that fits them.

This will also help you, as the salesperson, more quickly hone in on what it is your prospect desires and then you can focus on presenting the best features and benefits to match.

Losses are Better than Gains

As we've discussed with the loss aversion psychological bias, people will most often choose to not lose something rather than gain something of similar value to them. Taking this a step further, this creates the basis for a seriously strategic sales tactic.

When you're discussing loss aversion, you're certainly not talking about logic. There is no way that you can turn this around and make it make sense, but alas, it is what it is, and as humans, we're nothing if not quirky.

Maybe it's because we consider \$10 that we already have better than the work that would need to be done to obtain an additional \$10. Maybe the risk feels too great. Or maybe, there's just no way to explain it and people simply feel the way they feel.

Within your sales presentation to your prospects, if it fits your product or service offer, focus more on what the prospect stands to lose, or what they'll be missing out on, rather than what they stand to gain, or the positive end result. But it's a balancing act - clearly, you can't focus solely on what they'll lose if they don't take advantage of your offer, or you'll seem rather negative and we already know that negativity doesn't end in sales.

Remembering the peak-end rule here might also help you. Start and end your presentation with what is at stake to lose (or not gain), and fill in the middle with the experience the positive end result will bring.

Haters Let You Know You're Doing Something Right

In your sales business, you will have people who adore you, and those who don't. The key here is that you actually do want to polarize your audience. The closer you can get to those prospects that love you - those loyal followers that turn into repeat buyers, and your biggest cheerleaders when it comes to referrals - the better off your bottom line is going to be. So don't be afraid to be uniquely you.

You can never "make" a prospect like you or want your product. But if the prospects you have do like you, it sure will make it easier to convince them to buy from you, won't it? But if you try to please everybody...well, you never will, and you'll be watering down your message to try to gain acceptance from people who will never buy from you anyways.

Think about your own personality traits. What do people really seem to enjoy about you? Is it your humor? Your nurturing attitude? Your dry wit? Be more of those things that you already know people like about you, and that will bring you more followers and potential prospects that are enthusiastic about creating a relationship with you.

Be Prepared with Social Proof

It's absolutely no surprise to anyone that online sales are soaring and that there doesn't appear to be anything but growing numbers of online buyers. One of the reasons for this is reviews. Our buying habits have changed greatly since the advent of the internet, and it's increasingly more common to view a product or service and look at the reviews of that product or service to help us make up our mind about purchasing. This is called social proof, and it works on several psychological levels to enable the buying decision.

Buyers purchase what other buyers have purchased. We enjoy having lots of things, lots of experiences, and we especially enjoy having lots of what that guy over there and that woman over there have. People buy things en masse - how else do you explain the Beanie Baby phenomenon? It often doesn't even matter if we need or want it. We buy it because someone else did.

You can utilize social proof within your own sales practice by having available several testimonials from satisfied clients, and phone numbers for references if your client requests them. The more you can show your prospect that others have paid for and enjoyed their purchase from you, the more your prospect will be to say yes.

Using Reverse-Psychology Sales Techniques

As consumers, we are nearly blind to advertising today. Anything that does catch our attention must be seriously different and unique, and “wake up” our brain out of that resistance state. As a society, we’ve developed a resistance to being manipulated and persuaded to purchase. This process of resistance is called the Inoculation Effect, and it was developed by William McGuire way back in the early 1960s.

What’s this got to do with your sales practice? Well, there are several techniques that are being used that accomplish that “waking up” by being different, unique, and unexpected. Using one or more of these techniques can create a pattern interrupt in your prospects consciousness, get them to listen what you have to say, and ultimately allow you to close more sales.

Attracting new interested prospects keeps getting more difficult. So, as a salesperson, you need to work harder to get the sale. Turn on any television, and you are bombarded with phrases like, “limited time offer” or “hurry before the sale is over” or “only 100 left”...it's no wonder we simply tune it all out. And we're getting more and more skeptical about having to do so.

Right now, there’s a movement towards using absolute truth in sales. What your prospect expects is to be “sold” with a hard sell. What if, instead, you simply laid out the facts, the benefits, the features, and let them make the decision? What if you simply said, “Hey, I understand if this offer isn’t for you.”

Having a few reverse psychology techniques in your sales toolbox is a necessary thing if you want to break through all the static noise and really do something with your prospect that is going to make them think.

First and foremost, utilize the inoculation effect. There will come a time when you're fully aware that your prospect is choosing between you and your direct competition. Without lying or exaggerating, simply state that you're aware that some businesses just don't do business honestly, and they may use techniques like bait and switch or have hidden fees that you don't realize until you've signed a contract. This will work to your advantage if you truly do your homework on your competitors and the sales techniques they use.

One thing your prospect wants to know is - how are you different? What makes your product or service unique in the market? So let them know what the industry standard is...and then let them know what they can expect from you, personally, and point out that this is simply how you do business. Give them extra...extra time, extra product, extra attention. When they then go to your competition, they'll expect that extra, and likely won't get it. And then, who will be the obvious choice?

Remember to keep your choices limited. Again, categorizing your products or services will work wonders. Instead of your potential new client being unable to make a decision, you'll be guiding them down a path where they feel in control and a part of the process. You'll eventually narrow it down to a couple final options that are easy to decide among. This is the best way you can serve your prospect while keeping them free from "analysis paralysis".

Don't be afraid to honestly tell your client when you feel your offer isn't a great fit for them. They're expecting to be hard-sold, remember? If you come in under the radar with honesty, they'll trust you more, will have more confidence in you, and will appreciate the lack of pressure to say yes. And that may, in fact, make them want to say yes. The plus to this is that a client who isn't coerced into a sale, but rather simply chooses to purchase, is a much happier customer who won't come back later with a refund request or complaint.

We hear so much about qualifying prospects, but there is a reverse-psychology technique where you actually disqualify your prospect during your presentation. The goal here isn't to manipulate them into purchasing something they truly can't afford, but rather to show them the best option that is just outside their comfort zone financially. Remember that people will find the money for that which they value, so give them the opportunity to find that extra value with you.

Be prepared to ask the tough questions. Many salespeople avoid this because it seems so counterintuitive. What if you lose the sale? Well, that is a risk, but it's highly likely that if you ask a hard question that alienates the prospect, that was a prospect that wasn't going to purchase anyways.

Some ways to make this more comfortable and easier to accomplish are to ask for permission first: "Do you mind if I ask you a question? I feel I need to ask in order to know if we're a good fit, but I'm afraid it'll upset you." Just get it right out in the open. Your prospect probably won't say no, and what you've done is basically said, "It matters to me that my product/service fits you, and I need to find out more so that I can help you decide." No one is going to say no to that and again, if they do, it's likely they wouldn't become a client anyways.

The Psychology of the Close

Finally, the last part of the sales process...the close. This is where things can get really hairy - especially if there's a lot at stake for you. And this is where many salespeople get stressed, afraid, and start going negative. We all know what negativity gets us...nothing. Nada. No sale. So training yourself to close without negativity is paramount to your success.

Yes, you are going to be nervous at the time of negotiation and closing. That's simply human nature. Psychologically, there is a great risk of rejection and as humans, we fear that rejection deeply. The key here is to realize - really internalize - that a rejection is not to be taken personally. In fact, the most successful salespeople learn that nothing in the process is to be taken personally. By guarding yourself against that fear of rejection, you make closing so much easier. You present yourself with more confidence and less stress, and that makes your prospect feel better about giving you your yes.

One way you can effectively eliminate the anxiety of closing is to not rely on one closing to make or break you. In other words, don't get yourself into a desperate situation. It's infinitely easier to close a sale when you're not relying on that sale to feed your family that night or pay your mortgage. Work overall in your business to prevent that type of financial famine, and you'll find negotiation and closing far easier. Plus, it's a great feeling when you can say to your prospect, "I don't do the 'hard close'. I simply don't need to."

Work to get a few agreements, head nods, and yeses before you begin negotiating the final offer. This will take a varying degree of time depending on what the product or service is that you offer, but it'll often have your prospect coming back for more when they see how your offer solves their problem. It can be a great way to start a longer-term

relationship with a customer or client who will be reordering product or services from you.

Learn to listen to what your prospect is saying. Really hear it. Let it sink in. Not only will this give you a crystal-clear idea of how your offer can help them, but it solves the human psychological need to be heard and validated. Listen twice as much as you speak, and practice saying back to the client what they state they want and asking for their agreement.

Try your hardest to be on equal footing with your prospect, as opposed to having them feel as if you are their adversary. Make it clear in your body language and attitude that you are there to help them solve the problem they are having. This is the basis for creating a relationship with your prospect instead of thinking of them solely as dollar signs to be gotten.

Learn and practice empathy. Really try to get into the mind and personal situation of your prospect. This helps you gain a true understanding of how you can help. When you know how you can help, you know what to say when it's time to negotiate and close.

Mirroring is a technique that is helpful during the entire sales process, but especially so during negotiation and closing. Mirroring is noticing, and reflecting back to the prospect, small nuances of their own physical presence and personality. It might be a way of speaking, a certain way they gesture with their hands...noticing and then performing these small nuances back to the prospect makes them feel as if you know them as if you are similar to one another. It's a powerful strategy, in all areas of sales.

Conclusion

Becoming an effective, successful salesperson is easy when you know how to utilize the psychological ways in which we, as human beings, make purchasing decisions. In this book, you've learned several powerful techniques to use in your sales presentation, negotiation, and close. While this book is by no means an exhaustive list, you should now have what you need to go into your next sales presentation armed with concepts that will help you deliver the presentation, and close that sale.

Top 10 Tips for Sales Success

1. Aim to create relationships with your prospects, not just sell to them.
2. Study the psychological ways in which people make buying decisions.
3. Don't be afraid to ask your prospect difficult questions.
4. You can't please everyone - cater to those who will appreciate your unique self.
5. Utilize psychological biases within your sales process.
6. Add reverse psychology techniques to your sales repertoire.
7. Collect and use social proof and testimonials about your product or service.
8. Prepare yourself for negotiation and closing with a positive mindset.
9. Learn to use intuition and empathy when dealing with prospects.
10. Mirroring is a powerful strategy in closing the sale.