

Conquer, overcome, and control – steps to failure

Many sales trainers command that the salesperson conquer the prospect, overcome any objection and control the conversation. I view these proclamations as steps to a failed sale. These entreaties harbor back to the dark days of selling when prospects were badgered versus being informed and persuaded.

All the above terms, “control,” “overcome,” “conquer,” suggest the salesperson can force the sale to happen. Hearing about rebuttals and conquering the stall - I envision an adversarial relationship with the prospect. This is the furthest point from the position you want to be in with the potential buyer. The philosophy of controlling the client is antiquated thinking. Pushing any product on the client leads to occasional short-term success and certain long-term failure. Clients are more sophisticated and do not need to have someone manipulate them. Clients resent, and are repulsed by, the manipulation approach. Prospects also have ways to ensure that those types of salespeople do not get a second appointment.

The path to success is paved with helpful information, listening to the client’s concerns, their objections, acknowledging the validity of their concerns, if they are based in fact, and show the client how the product will meet their needs in the most cost effective way.

As mentioned, in a story in Chapter Two, Caren, a new retail salesperson, did not have any power-sales training. She just handled customers in a way that was comfortable for her. Caren achieved great results. I want you to reread her comments, since they are simple yet clear about the right approach to selling success:

“I was new to sales and did not know what the word salesperson meant. What I did know was that people came in needing something, and I was there to help them. I simply struck up a conversation with them as they browsed, finding common ground, paying attention to the things that caught their eye and showing them other articles. The sale was a natural conclusion to the conversation.”

This was the key to success for Caren – find common ground, pay attention to their needs, and have the conversation naturally lead to the sale.

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