

Increasing Sales by Asking 1 Extra Question

By Stephen Craine

This article discusses how to increase sales by adding one extra question to your sales pitch, and get one very important piece of information that will help you to close the sale. This will yield the strategy the prospect uses when they make their decisions on buying. When you ask this question and learn their buying strategy, you have a powerful tool to help you close the sale.

One of the stages of your sales pitch will be to ask the prospect questions, to discover what they want from your product or services. You then use the answers to form and present your proposal. Imagine how effective your sales presentations would be if you knew how your prospects make their [buying] decisions. How great would it be if you knew the process your sales prospect would follow? These are the decisions that you know they will make as part of their buying process. For example: You would know if the prospect was making a decision on whether to buy or not, or if the decision to buy is already made and they will now follow a process of choosing from a range of suppliers.

There are other parts of the decision-making process that are more difficult to discover. This part of the buying process is unique to each [company]; it is their buying strategy. Learn how to discover their buying strategy and you know how to increase sales. To discover a prospect's buying strategy... you can ask them one simple question. Ask them *how they made the decision to buy the same, or similar, product or service to the one you are selling*. This gets you straight into their buying strategy.

Here's an example: Imagine you were showing potential buyers around a house. As you talk to them you ask questions that will highlight what will be important to them when they make their decision on which house to buy. This approach can be hit and miss and you may not find the key to the sale. To learn their buying strategy, ask them what made them decide to buy the house they have now. If their priorities last time were: A house in a good neighborhood, a certain number of bedrooms, and private parking, then it is highly probable that they will follow [a similar list of attributes] to make their purchase now.

To check you have everything, you can also ask what has changed since that strategy was used. They could have more children, want to downsize, or have some other new need. When you add their old buying strategy to their new needs, you will have insight into the process they will follow now. Then you build your sales presentation based on the buyer's strategy.

This selling technique works in all types of sales roles. It works in short sales pitches such as retail sales. Think about it, how did you decide to buy the last item of clothing you purchased? If you were shopping today would you subconsciously follow that same process?

What made you choose the car you have now? Was it price, safety, looks, or the sound system. Whatever it was I guarantee you would follow the same buying strategy if you were buying a car today [unless there had been] a change that influenced your decision process. So a good car sales person would ask you how you made your buying decision last time, and what has changed since.

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To learn how to increase sales look at your sales pitch, and the questions you ask your prospects, and consider what you can add. What questions can you ask your sales prospects to enable you to see right into their buying strategy? You want two sets of questions. One to discover the buying strategy they used to make a previous purchase, and another to find the important changes that have happened since.

Asking sales questions is one stage of your sales pitch. There are more changes you can make to the questioning stage, and all the other parts of your sales pitch, to make them more effective. A stunning introduction, effective questions, a presentation that hits the prospect's key needs, and a great closing technique, can all be yours.

About the Author

Stephen Craine is a successful working sales manager and trainer for a major international company. He has combined 20 years of sales and sales management experience, with a wide range of training and coaching disciplines. Imagine having a whole repertoire of proven techniques for each stage of your sale, and be shown how to use them with your current skills. You can see the sales training course that will give you exactly that, as well as step by step instructions on how to put the techniques into action today. Make a difference today by opening <http://www.sales-training-sales-tips.com/sales-training-course.html>

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