



## Post-Training Support

### Be Persistent Not Annoying

Try too hard to close the sale and you risk annoying the prospect. There is a fine line between being persistent and being obnoxious. You don't want to go too far and eliminate your chances for making a sale at another time.

#### Success Behaviors:

##### Reduce Resistance

If your prospect evades you or keeps putting you off, let your customer take the lead. Ask the prospect if there is any information that you have missed so that you can better understand whether or not your product or service is a fit for the prospect. Most customers are willing to help you. However, they don't want to feel manipulated.

##### Gather Extra Information

Gather information about the customer's goals or objectives. You must demonstrate that you are willing to invest the extra effort to earn the business. Gather some information about the interests of the customer because that will help you to build rapport and lower the annoyance potential.

##### Use Humor

This is difficult because what is funny to one person may not be funny to the next. Often, poking some harmless fun at you can break down barriers. You might recount an anecdote about getting lost or making some mistakes on a home project. The objective is to avoid sexual, racial, political, religious, handicapped or any other jokes that may disparage a group or offend the prospect. It's safer when the customer is laughing about your actions or words.

##### Don't Act Desperate

Make it a habit to make three extra calls before you quit for the day. The more activity you have going on, the less likely you are to be desperate to make a sale. When you're desperate, you can easily cross the line between being persistent and being obnoxious. Customers can detect when you are only interested in getting the deal. When you have enough activity going on, you can make the decision to move away from a sale that doesn't match the customer's needs.

#### Notes