



Close the Mail-out—Gain Commitment

Scenario:

You open the call, make a fine introduction, the prospect qualifies! You move on with a brilliant presentation, glide into a smooth close and ask for the deal. Your prospect was with you all the way, they can afford it—they need it—they should say “yes”.

But instead they say:

Prospect: **“Ummm, sounds interesting, send me details, please.”**

When this request comes up in the above scenario, it can often mean you’ve made a good presentation—so far!

The prospect is interested in receiving your mail. The trouble is that between the call and the information arriving, the prospect has a business to run. They get “touched” by competitors, they forget your original call they received so enthusiastically, and the literature you send through gets put on the back-burner or, worse, stuck at the bottom of the pile!

You call back and the prospect tells you they haven’t read it yet, they’ve been busy, can you call them next week and so it goes on.

To avoid all this run-around and to get their attention focused you first need to find out why the prospect needs the info.

Caller: **“Certainly Mr Prospect ... it’s my pleasure to get some details off to you right away ... did you want to run this past your people/partner, Mr Prospect?”**

Prospect: **“Er, yes, I just need something to look at.”**

Great, now you know there’s a decision process involved with others.

Now try and gauge how seriously the prospect is considering your call.

Caller: **“That’s fine, Mr Prospect ... I’ll get an information pack to you asap ... it’s been great speaking with you today and I know you recognise the benefit our service/product has to offer where (hot-button) is concerned.**

“Can I ask you Mr Prospect ... when the information arrives with you and looks as good as it sounds ... and if the price/cost stacks up ... do you think you could recommend/suggest your company considers using our product/service, Mr Prospect?”



After all it doesn't cost prospects a cent to **recommend or suggest** a purchase to their company, particularly if they feel they may need the product anyway!

Effectively, what you have done is confirmed a good prospect, given them what they asked for and received a commitment. By the way, if the prospect reacts negatively to your response, it generally means your presentation hasn't quite done enough to interest them in your service or product. You might have to re-present your case because a mail-out alone won't close the deal.

Sometimes people play games, if the prospect is a time-waster, you'll find out now. If all the ground-work has been laid and you delivered this technique in a smooth and practised style the response from the prospect is usually:

Prospect: **"Yeah, sure, if all the information and price stacks up, I'll certainly recommend we look at it!"**

Now you need to confirm an agreed time and day to call back.

Caller: **"That's great Mr Prospect ... I'll get this info off to you right away, and when do you think you'll have a chance to talk with me again ... is (a date you feel fits their time frame) OK for you?"**

All the prospect has to say is **"Yes"**. If the meeting or decision isn't possible in that time frame, the prospect will often just give you a different time. Anyway, you can always ring them at the agreed time ...

"To make sure everything arrived safely and in case you have any questions."

By fixing an agreed time to re-call, your prospect **bookmarks** your proposal for the meeting because he/she won't want to take your call without having taken action on the proposal. They gave you a commitment and most people keep their word!

When you enter this prospect's details and mail-out into your daily sales diary, there is every chance that "should buy" will become a reality.

One last comment: like all sales techniques, this one takes practice to perfect. It's no good trying something once or giving up if a prospect says they won't recommend. Keep working on it and once you get the scripted response smooth and natural in delivery, you will find that **real** prospects with buying potential usually agree to take your mail-out seriously.