

It's About Who Has Control - It's a Battle Unless You Take Charge At the Start - 3 Minutes

0:01 <affirmative>. When you're on a sales call, then the prospect is on the defensive immediately on the defensive because they understand that at some point they're going to be either asked for or have to consider having to buy something or pay for something.

0:16 And it's all a question of who has control. Naturally, the prospect will wanna maintain control, ask a bunch of questions, you know, provide rebuttals and objections and feel the power that they have over you.

0:29 And you must take charge right at the start. If you don't have control right from the beginning, then it is a very, very hard, if not impossible, to get that control back.

0:39 So right from the outset, you have to set the tone of the call right away and let the client know this call is going to be about us getting to know each other a little bit.

0:50 I'm gonna ask you a few questions about your business, and then I'll tell you what we do, and then if it makes sense for both of us to move forward, then we'll sort of take it from there.

1:02 Then you ask questions. So you begin the whole process by asking a question of them first in terms of, tell me about your business.

1:11 How do you you know, how many, what is the size of your crew? That sort of stuff. So it's specific to the particular industry.

1:22 So whether, you know, they're, we're talking about a contractor, how many trucks they refer to them as trucks or vehicles.

1:28 How many trucks do you have on on the go? You know, what is the size of your crew and that sort of stuff.

1:34 So ask questions about the business and then explain what we do and ask if they have any questions. But at this stage, you do not give any pricing information.

1:47 If you have any questions, only answer the questions as directly as and as concisely as possible. Then shut up. As soon as you've made the response of answer the question, do not overexplain and never talk about anything that they did not ask about.

2:03 That's gonna open up a whole can of worms. And every sentence you say that doesn't belong there is gonna result in five more questions and it's going to make your life much harder.

2:13 Keep asking if they have any questions until they run out of them. And then they're going to say, well, what's the price?

2:20 Then you give them the pricing and you handle the objections again, very concisely and try to ask another question. If they say something like, well, that's a lot of money, then your response would be, well as compared to what?

2:33 As compared to home advisor as compared to, you know, can how much you're paying for getting business. Cuz everybody has to get, you know, business and everybody in some way or another has to pay to get the business in the door and so on.

2:48 So, always try to turn it around and ask a question so they're always responding to you. Otherwise you get boxed in, you lose control and you end up in a downward spiral.

3:00 So keep all of this in mind that you must take and maintain control throughout the entire process.