

Never Answer a Question That Was Never Asked - 3 Minutes

0:01 Okay, this is another important point, and again, it goes to losing control versus maintaining control. You never answer a question that was never asked.

0:12 One of the greatest weaknesses in a salesperson's strategy is over-explaining. And if you are not very familiar with the product particularly, or the service that is required, there is a very high tendency to overcompensate for lack of knowledge, lack of expertise.

0:41 That's one part of it. The second part of it is that there is an assumption that if you provide a mountain of information to the prospect, they're going to see you as an expert.

0:52 And like you, it's, it's wrong on both counts. First of all, your entire objective here is only to answer questions based on the information you provided at a time when you ask them if they have any questions.

1:09 So you do not want to address issues that they themselves have not pointed out because invariably, given any product or service, any prospect will have maybe one or two primary concerns that is going to affect their buying decision.

1:29 Now, there may be five or 10 at different variations, but not the same things are going to be important to everybody.

1:38 So when you start talking about things and providing information that was never asked, essentially what you're doing is compounding the problem, making your work 10 times harder because it's just going to lead to more questions.

1:53 So if they did not ask for instance how we deliver the leads, don't talk about it because that is not of an interest to them.

2:02 Many business owners don't care. They don't care because they don't want to know. Other business owners wanna know everything down to the minutia, and you have to deal with that by sidestepping those questions.

2:15 So when you provide more information, which essentially turns out amounts to you answering questions that were never asked, you are going to, for every point that you make, you're going to open the Pandora's box for three to five more questions and you will lose control.

2:34 So this is why it is important to make sure that when you answer a question, answer it concisely and shut up, and then ask during the sales call if they have any questions following specific points, because that keeps them focused on that specific point.

2:50 And if they don't have any questions, then you move on. If they have question, you answer it concisely and shut up.

2:56 Never elaborate beyond the shortest Possible answer to that particular question. The more you talk, the more trouble you're gonna be in, and you're gonna lose control.

3:07 So keep that in mind as well. This is the battle for control. See you in the next one.