

You Don't Have to Answer a Question Just Because It Was Asked! - 5 Minutes

0:01 This is a small point, but a very important point. And you have to keep this in mind because we are, as humans have been conditioned.

0:09 That's when someone asks us a question, we answer it right away. And if we do, we start justifying ourselves. And that's essentially what happens when someone asks you a question, why haven't you done this?

0:22 Or How did you do this? Or, why did you do that? Or, why did you go here? Or why are you late?

0:26 Or why are you early? Or why didn't you do, you know, stop and, and, and do this? Or, why didn't you think about that?

0:32 Or why didn't you consider this? Or whatever. List goes on and on and on. And our first reaction is to instinctually, to basically justify ourselves to the person who's asking the question.

0:46 And it is important to understand that just because somebody asks you a question, you don't necessarily have to answer it.

0:53 And in a sales position role, it is, it becomes very important. And if you don't want to answer the question because a question is not something that fits your script, or the question is designed to take control away from you, or the question is one that is not relevant, or the question is one that is going to be addressed down, down the road during the sales process, you have to deflect.

1:25 So essentially, keep in mind that you do not want to answer questions that you have not set the prospect up for in the first place.

1:34 So if they ask you a question that is something you don't wanna answer, for instance, if they ask you, you know, like, what exactly do you guys do right on top of the call?

1:46 Then you would say, you know, that's a perfect question, but I, I really need to, let's say at the very, very beginning, you would say, well, that's a great question, but I really need to know a little bit about your business.

1:59 Otherwise, what we do may not even make any sense to you. So I just wanna get a general idea of what's, you know, what's happening you know, of, of how I just wanna get a general idea about your business and your business flow, your service area.

2:15 And you'll probably end up with two or three wrote comments and questions and responses that will just, you know, roll off your tongue after a while.

2:25 So you don't want to be answering questions. And if they say, well, how much is this? You know, right off the bat, then your answer would be, well, <laugh> i, it, it really depends.

2:35 I mean, I can't really, it doesn't really make sense. I mean, if I, if if you, if I said it's gonna be a dollar and we're giving you \$10 of the value, then that'd be like, pretty good.

2:44 But if I said to you, it's gonna be 10 bucks, but it's only a dollars worth of value, that really doesn't really make any sense.

2:51 So I think we should probably get our heads wrapped around your business, what you need, and then To see if what we do actually makes sense for you.

3:02 So you're not answering the price question, you're not answering specific questions. Again, you don't have to answer a question just because it was asked.

3:13 You can take a number of approaches. The first approach is to deflect by saying, you know, that's a great question and I'm gonna answer that, but if you just gimme a minute or so, because I just wanted to ask you this, and then you cut with the next question, or you say something like, well, you know, I think, well, I'm gonna cover that off in a couple of minutes, but before that, in order for me to answer that question properly, I, I just wanted to, you know, give you a little bit more information.

3:44 Most of the time they're gonna forget about that specific question and or you may actually be covering it later. But the bottom line is you don't have to answer a question just because it was asked, and I know I repeated this a few times, but it's really important because this is another way that they're going to try to gain control over not just the sales process, the sales call, but over you and what you have to offer.

4:12 So keep that in mind. Practice it, in fact, practice it outside of the sales role, practice it in your own life.

4:19 Deflect. Don't answer the question and see what happens. Because ultimately what happens when someone asks you a question, like I mentioned at the beginning of the video, and even in, in a sales role, the person answering the question is always in a situation where you are justifying your actions or lack thereof, or the information that you have or the source you have, you're always going to be on the losing end of a question unless it's a, unless you can answer it and don't justify it.

4:53 So justifying your position will invariably lead to you losing control. If you answer a question, then answer it if it's an appropriate question, and you do have to answer the question.

5:06 Like, for instance, here's an example. How big how big of an area? I have a large, I have a much larger service area than the other guys, or I don't cross the center of the city.

5:18 And you say, well, that's perfect. That is exactly how we operate, so I'm sure we can accommodate you there, and then shut up.

5:26 And that's it. So in some cases, the questions are justified. You do want to answer it, answer it as quickly, as concisely as possible without any extra information that leads to justification.

5:39 That's how you begin to lose control again. So there are many ways these guys and gals are gonna try to take control over you, and this is one of them.

5:49 You don't have to answer a question just because it was asked. Okay, see you in the next one.