

(3) If there's a pitfall, expose it — but in a different way. Sometimes there are common pitfalls with products or services that nobody talks about and that you cannot easily find with internet research. These are things that your buyer must know. But remember, you have to respect his knowledge.

The approach here is to say: "Well, as much research as you've done, I'm sure you already know about X problem. Do we need to talk about that?" If the buyer is not aware, this could be a "Wait, what?" moment for him. Now you have credibility and can go back through the investigation phase.

(4) Do not sell him the wrong stuff. Sometimes you will go through as much due diligence and questioning as possible, and not only is your buyer determined to buy something that will not fix his problem, but he is also getting mad at you for attempting to guide him. This situation is no fun at all. Believe me, I have been there. Sometimes you have to lose a sale now to win a relationship later.

Politely but firmly explain to the buyer that, based on your experience and expertise, he will not get the result he is looking

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for and that you would rather not sell him something that will not meet his needs. Further, you hope that you can recontact him down the road.

Keep the relationship whole; few things build trust and credibility quite like refusing to make a sale. That is pretty much the opposite of the behavior of those salespeople who created that 3% trust statistic.

Joining the buyer's journey in the middle is a challenge. It is a challenge that becomes more common each day. As I always

say, when salespeople complain about the new trends in customers, get good at dealing with them and you can separate yourself from the pack. Within change lies opportunity. Let's capitalize on it. ■

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