

ASKING FOR THE APPOINTMENT OR SALE

INSTANT SALES TACTICS

"Ask and you shall receive." Ancient wisdom that everyone knows, right? Yet many salespeople fail to ask for the appointment or the sale as a regular part of every call.

*Research shows that as many as 80% of salespeople who fail within their first year do so because of insufficient prospecting activity. Some simply don't make enough calls, but even more make lots of calls but **fail to ask for the appointment or sale.***

FEAR and Realities

Many of us don't ask because we're afraid of being rejected. Nobody likes rejection; it's human nature to avoid it at all costs. But in reality, your Self is not at risk of rejection. A "No" simply means we either haven't given the prospect enough reason to agree to an appointment or sale.

Another common obstacle is the fear of being too pushy, or of self-promotion. We may have learned that in childhood . . . Mom and Dad told us not to "toot our own horn." But in reality, promoting yourself and your products and services are the very essence of sales. If you don't promote yourself, who will?

A third obstacle to asking is that we may be intimidated by the wealth, status, success or education of our prospect. But if you truly believe that the prospect can benefit from what you have to offer, you can replace intimidation with enthusiasm.

REMOVING Obstacles

Think about this: If you had the cure for cancer, how many cancer patients would you ask to buy your cure? I have asked that question to thousands of sales people over the years and I always get the same answer:

"I would ask as many people as I could."

Your products and services are the cure for your prospect's "cancer," aren't they? If you have a solution for your prospect's problems, it's your moral **responsibility** to ask for the appointment or sale.

Kids can be the greatest salespeople in the world. If they want you to take them to the mall, how many times will they ask you? They're not afraid of "No." They won't stop asking until one of two things happen: either they are at the mall or in their room. They aren't afraid to ask . . . and to keep asking.

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*Courage is
resistance to fear
and mastery of fear —
not absence of fear.*

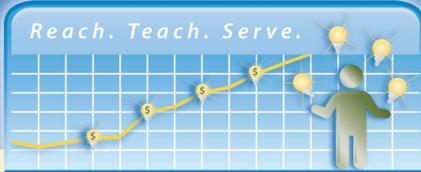
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Mark Twain



RIGHT NOW ACTION STEPS

- ▶ Create several different ways to ask for the appointment or sale.
- ▶ Think of the objections you might hear, and prepare questions and responses for each.
- ▶ Practice asking for the appointment or the sale and handling objections until they feel natural.



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How to ASK for the Appointment

There are two parts to asking for an appointment:

Part 1 You ask for the appointment. Example:

"At this point, all I am asking for is an opportunity to meet with you, learn more about you, and share with you the type of work I do to see if I can help. What does your schedule look like next week?"

At this point you will often get an Objection. Ask questions to answer the objection, then move to:

Part 2 Ask for the appointment again. Example:

"At this point, I am not asking you to change anything. The whole purpose of my call is to give you an opportunity to compare what you are currently doing with what I bring to the table and see if it makes sense. Is that fair enough?"

If you've explained that the purpose of your call is to set an appointment, your prospects expect you to ask. So don't keep them waiting, and remember:

If you don't ask for the appointment, someone else will.