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MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

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Research has proven that you will get an average of three to five “no’s” before you get a “yes” from your customer. Research also states that most salespeople give up after the first “no.” Do you fall into that category?

Have you forgotten that the nature of sales is rejection?

You should expect resistance; that’s human nature. The customer is usually requesting confirmation that he or she will be making the right decision — it’s a buying signal. The key is to be prepared for it. Make a list of the actual resistance that you will receive in the following categories.

- Price
- Postponement
- Competition
- Change
- Personal

Then take time and brainstorm potential responses with your entire sales team.

To book Marvin for your next training session or speaking engagement, contact Chris Kutsko at 440/947-1286 or by e-mail at ckutsko@ercnet.org.