

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**The Truth Behind Linear Selling: Why It Can Make Prospects Run The Other Way**

**By Ari Galper**

**The Truth Behind Linear Selling: Why It Can Make Prospects Run The Other Way by Ari Galper**

Sean works for a major telecom company.

During one of our coaching sessions, he told me, "I've been diligent about following the sales process that my company believes is required to make a sale — but, for some strange reason, my prospects don't want to fit into that process.

What am I doing wrong?"

Sean's comment struck me because it spoke to years of traditional selling programs that promote linear selling — moving prospects along from one step to another until they say yes — as a "guarantee" of sales success.

But there's an inherent conflict here.

Linear selling says that you have to impose a predetermined structure on building a relationship — but that's by definition an unstructured process!

Suppose that the "next step" isn't what the prospect wants?

"Wait a minute," you might say. "What matters most is that I put as many prospects as possible into my sales process, and hopefully some of them will turn into sales."

If you're thinking that way, it's definitely time for you to consider a different way of thinking.

Of course you can make sales using linear selling — but you'll never know how many sales you're losing week after week because you're wearing the "blindfold" of traditional selling.

## The Truth Behind Linear Selling: Why It Can Make Prospects Run The Other Way

If we fail to tune in to the natural rhythm of trust–building when two strangers become involved in developing a relationship...or if we try to force prospects into our process, we make the relationship about us and not them, whether we intend to or not.

And prospects sense that and pull back, because structured, linear sales processes don't recognize the human elements required to build the relationships that ultimately lead to sales.

Before a sale can happen, prospects need to feel that you're comfortable moving at their pace and their process.

If you try to force changes in that process, you'll only set off alarms that will pigeonhole you with the negative stereotype of "salesperson."

That's why I advised Sean to work on becoming aware of the milestones that prospects set and that will guide his path to a sale.

He needed to learn to build enough trust with prospects that they would feel comfortable telling him the truth of their process and their decision making path.

"I totally accept the principles behind what you're saying," Sean then told me, "but I need to know more specifics about what to say and do in a sales situation." Here are some suggestions I gave him:

\* Integrate trust–building language into your conversations with prospects so they'll feel comfortable telling you where they are at in their process. For example, saying "Where do you think we should go from here?" invites them to tell you the truth, while "Why don't we set up a next appointment to discuss our next steps" gives the impression that you're trying to take control.

\* Rather than asking prospects overtly what their decision making process is, use softer language that they can understand from their perspective, for example, "What specific gates do you anticipate you'll need to go through as you consider the proposition of purchasing the software to solve the business issues we discussed?"

\* Don't probe or "fish" for prospects' "pain" as part of your sales process. Prospects have learned through long experience that the appearance of caring is usually a verbal ploy designed to move the sale forward according to the salesperson's agenda. Instead, speak genuinely and with sincerity to what you know their core business issues are. You can find out what these are by getting in touch with customers who have already bought your product or service and asking, "What three or four business issues drove your decision to buy our product?" Chances are, your new prospect will be dealing with similar concerns.

Consider these ideas, and try these practical suggestions. They helped Sean feel better about letting go of the old ideas he'd been taught.

Maybe they'll do the same for you.

Ari Galper is the founder of Unlock The Game™, the only selling program that completely eliminates pressure from the selling process. His Unlock The Game™ Sales Program has helped thousands of entrepreneurs and sales professionals worldwide. Visit <http://www.UnlockTheGame.com> to take a Free Test Drive!

### **Schedule telemarketing time for more success**

#### **By Stan Rosenzweig**

Telephone canvassing, or cold calling, is the practice of sitting down with a long list of potential prospects you've never met and telephoning them, one at a time, to learn which of them needs what you sell and then arranging to sell it to them.

Believe me, nobody likes telephone cold calling. Salesmen don't like it because they perceive that cold calls are to unfriendly, unkind strangers who would rather see you in a California kickboxing ring, going one-on-one with Governor Arnold, than see you in their offices. It's true. They are. They would.

Prospects don't always appreciate cold calls, because they are from people they don't know, asking questions they don't want to discuss. These calls are unscheduled, intrusive and sometimes can be a general pain in the South Forty.

At other times, however, prospects do respond well to cold calls. They open up freely and give us the chance to sell them what they need.

So, here's the dilemma: If we don't like doing it, and prospects don't always know when they like it done to them, why is it that we all **MUST** make cold phone calls part of our selling strategy? There are countless reasons. Here are just a few:

1. It's the fastest way to qualify prospects and maximize valuable selling time.
2. It's also the fastest way to them know what we do.
3. It's targeted. It's the best way to find the decision-maker.
4. It creates a quick personal relationship with the buyer.
5. It keeps us productive when store traffic is down.
6. It reaches prospects we'll never run across in our other selling activities.

Every time you sit down to make telephone-canvassing calls, can you clear your mind of self-doubt? Concentrate on the goal of the moment and you will find that each new day will bring you new business, will raise you to new heights in professional productivity, and will give you a great sense of

## The Truth Behind Linear Selling: Why It Can Make Prospects Run The Other Way

personal satisfaction.

Stan Rosenzweig is a sales trainer, marketing consultant and author. He creates customized corporate

sales training and directs strategic marketing, product development and cost management consulting for large and middle sized companies and offers free selling advice at

.

This article is copyright 2004, Stan Rosenzweig. Reprint permitted only if in entirety with attribution and web address. For more articles go to

.

Schedule telemarketing time for more success  
Education Builds Credibility With Your Prospects  
Picture Persuasion  
3 Secret Selling Blueprints!  
Extra Income ---- That Would Be Nice

The Buy Impulse  
About Niches  
How To Get Reprint Rights Without Paying A Dime  
How to Gain and Retain More Customers  
30 Minute Marketing Miracle



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**