

Good salesmen make choices for a client

By DR. CHARLES W. FAULKNER
Syndicated Columnist

Most people who are presented with a sales pitch would buy the product if the salesman would subtly suggest that they had already made the decision.

This is the case because few people have definitive hardlines about any issue. They are waiting to be persuaded by you to make the purchase.

For instance, after you have described your product, you can reach for your pad and pencil and say, "What's your address?" This indicates that the decision to buy has already been made and they will usually succumb. Suppose a client says that he wants to ask a few more questions before making any decision to buy? You can say, "Fine. I'll be delighted to answer any question that you might have."

If the client says that he does not want to purchase the item, ask for his address and say, "I appreciate your kind patience and because you have shown such interest, I would like to send you some materials that I just know you'll enjoy." Never allow the client to have the last word and get off free.

If there is ever a pause during your delivery, when the client is still making up his mind, fill the space by making the decision for the client. You can break the silence by saying, "I'm certain that your family (or you) will really enjoy this product. How many would you like?"

If your client becomes defensive and reluctant or afraid to tell you that he does not want to purchase your product, you can say, "How would you like to order?" Many people are afraid to say "no" because of their own personal insecurity and their fear of hurting your feelings. As soon as you spot this insecurity, take charge. You might say, "I can (or will) deliver the product immediately. Will someone be at your home today to receive the merchandise?"

If your client makes a negative comment about your product, you can say, "You are a very observant person. Our product, however, is superior in many ways. Let me tell you a few of them..." Never instill conflict into the discussion or insecurity into the client. Make your client feel good by complimenting him on his remarks, then proceed with your presentation as though the criticism is insignificant. Everyone is insecure to some degree. Your plan is to locate the insecurity and pacify it.

For instance, if the client is physically unattractive, tell him that his necktie is just like the one that your wife bought you. Then, immediately proceed with your sales pitch. If the client is argumentative, compliment him on his intelligence. Then, continue with your sales pitch.

Never allow your ego to become involved in your presentation. Try to be emotionally unmoved by the responses of your client. You are in this business to make money, not to have your ego re-enforced. Your objective is to sell your merchandise and anything short of blatant dishonesty is acceptable. You must always stay in charge and on top of the interaction with your client. Do not let the client sell you a refusal to buy your product. After all, you are the salesman, not the client.

Every individual is a prospective purchaser of your product. The word "no" is never a definite response to a sales pitch. Never accept no for an answer. Be persistent, confident and knowledgeable about the psychology of selling and practice, practice, practice. Good salesmen can sell anything to anyone anywhere at any time.

(Inquiries can be directed to Dr. Charles W. Faulkner, Post Office Box 50016, Washington, D.C. 20004)

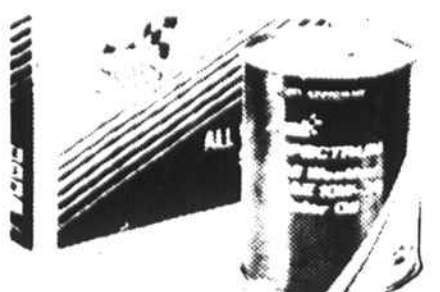
HURRY, SALE SATURDAY unless otherwise stated

SEARS PRE-LABOR DAY SALE

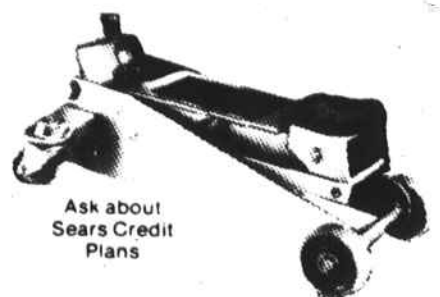
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WeatherHandler radial whitewall	Regular price each	Sale price each	WeatherHandler radial whitewall	Regular price each	Sale price each
P155/80R12	41.99	24.75	P205/75R14	81.99	57.50
P155/80R13	49.99	37.50	P215/75R14	86.99	65.75
P165/80R13	56.99	42.75	P225/75R14	91.99	69.00
P175/80R13	64.99	48.75	P205/75R15	91.99	64.50
P185/80R13	69.99	52.75	P215/75R15	99.99	67.75
P185/75R14	71.99	50.50	P225/75R15	101.99	71.50
P195/75R14	76.99	54.00	P235/75R15	106.99	74.75

30,000-mile wearout warranty					
Dynaglass Belted 30 A/S	84 Fall General Cat. price	Sale price each	Dynaglass Belted 30 A/S	84 Fall General Cat. price	Sale price each
P155/80B12	45.99	24.99	P205/75B14	66.99	46.89
P155/80B13	48.99	32.99	P215/75B14	69.99	48.99
P165/80B13	50.99	35.69	P225/75B14	72.99	49.99
P175/80B13	53.99	37.79	P215/75B15	69.99	48.99
P195/75B14	64.99	45.49	P225/75B15	72.99	49.99
P185/75B14	59.99	41.99	P235/75B15	74.99	52.49

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SAVE 20% to 40% All-Season radials
WeatherHandler. Two steel belts. Great traction in all kinds of weather. Our lowest priced radial!

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20%-30% OFF highway radials
SuperGuard Response. Folded belts for great handling. Fits most cars.

155SR12 Reg. \$46.99 **34.99**

30%-45% OFF
Fall 1984 General catalog price All-Season tires Dynaglass Belted 30 A/S. Two fiberglass belts. Great traction, great price! While quantities last.

P155-80B12 **24.99**

10%-15% OFF All-terrain radials
RoadHandler A-T. Our best light truck radial! C and D load range.

LT195/75R14 Reg. \$94.99 **79.99**

SAVE \$7 Heavy Duty RT shocks
Reg. \$16.99 **9.99** each

SAVE \$10 SteadyRider gas shock absorbers
Reg. price will be \$24.99. Introductory sale **14.99** each

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SEARS BACK TO SCHOOL SALE Hurry! Chalk up big values now!



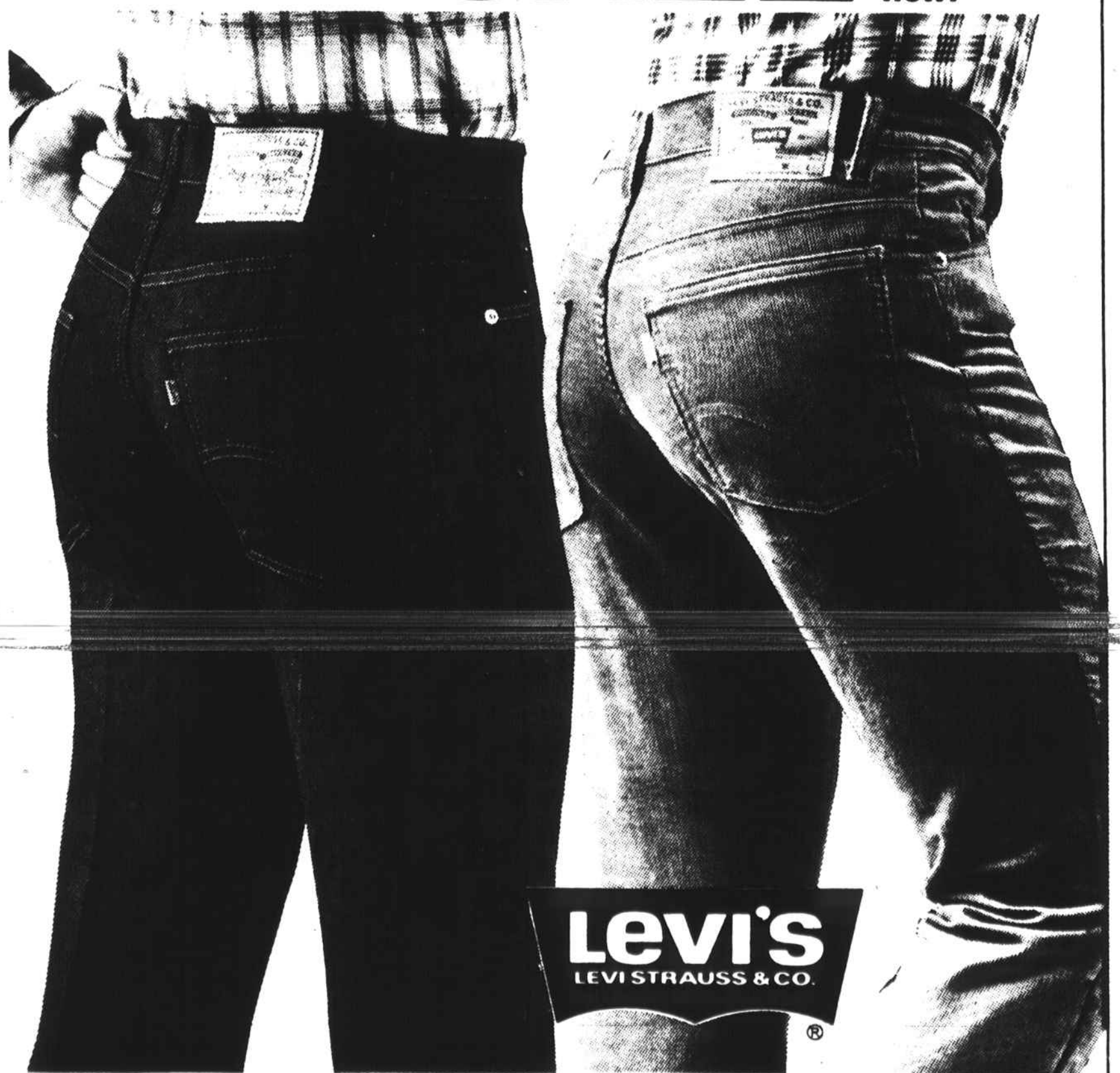
SAVE \$6 on men's knit sportshirts
Easy-care polyester and cotton mesh sport-shirt featuring cuffed short sleeves. In assorted solid colors.
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Take it easy on your feet at prices that are hard to resist! Leather uppers and man-made soles.
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Levi's denims. Get that great Levi's fit at a price that will fit your budget with these cotton and polyester 5-pocket denim jeans. They're a special purchase, so hurry in while quantities last. Men's sizes.

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