

This Quick Take is part of the Program for Sales Professionals


A Proven Technique to Overcome 'The Stall'

Content by Paul Cherry
Performance Based Results

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A common selling scenario ...


- ▶ Joe finally gets a meeting
 - They hit it off personally
 - Prospect seems interested
 - "Terrific - let me ask my boss"
 - Is Joe where he wants to be?



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A common selling scenario ...

- **NO!**
- The prospect got away with a classic stall



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What is a stall?

▶ **Any response that holds up the sale**

- "Let me think it over"
- "I've got to run it by my boss"
- "Let me kick it around. I'll get back to you"



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Why do we let prospects stall us?

- ▶ Don't want to hear "NO"
- ▶ Fear conflict
- ▶ Don't want to appear aggressive
- ▶ Don't realize we're being stalled



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What does a stall mean?

1. The prospect isn't interested
2. Isn't sure yet if he wants to buy
3. Can't make the decision alone
4. Has an agenda he's not revealing



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Two Rules

1. A stall sends you, the seller, a message
2. You must figure out the message faster than your rivals!



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You will learn:

1. The "1-10 Question" that reveals the prospect's true interest level
2. The "What'll-it-Take Question" that reveals the true reasons for the stall
3. A strategy to help you ask probing questions that overcome the stall



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Analyzing the stall statement

- ▶ "I'm impressed but I'll need to run it by my boss."
- ▶ **Key word: "BUT"**
- ▶ Star sellers won't leave until they know **WHY** somebody can't make a decision



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Example

"Your price is right but 'quality' is a concern ..."

- ▶ **You:** "Define quality"
- ▶ **Prospect:** "High performance"
- ▶ **You:** "Define quality in YOUR business"
- ▶ **Prospect:** "Quality = 97% output ratio"
- ▶ **You:** "What's your performance level now?"
- ▶ **Prospect:** "94%"
- ▶ **You:** "3% differential ... Have you quantified that?"
- ▶ **Prospect:** "3% differential costs us \$20,000 a month"

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Calculations:

- $12 \times \$20,000 = \$240,000$
Lost Sales
- Our product = \$40,000
- 2 month recoup
- Six-fold ROI 1st year



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Solving the problem

- ▶ **A process of self-discovery**
 - Was he aware that his output ratio was lower than it should be? ... Of course
 - Consequences were low on the priority list
 - A stall: an easy way to avoid dealing with it
 - Rep created a sense of urgency



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What we've learned

1. Stall = indecision
2. Probe for the reasons why
3. Use the "1-10" question to **determine interest**
4. Ask "What will it take to get to 10" to find the **specific reason**
5. Use probing questions to reveal **the consequences of inaction**