

How to Overcome 'The Stall'

What is a stall?

Any response that stops your sale from moving forward. *Examples:* “Let me think it over,” “I’ve got to run it by my boss,” or “Let me run some numbers”



Why do we let prospects stall us?

- ▶ We don't want to hear “NO”
- ▶ We don't want to appear aggressive
- ▶ We don't realize we're being stalled

3-Step Technique for Overcoming the Stall

Step 1: Be very direct and ask a “1-10” question:

- ▶ “On a scale of 1 to 10, where's your interest level?”
- ▶ 5 or 6 - Not Interested 7 or 8 - Maybe 9 - Very Interested

Step 2: Follow up with a “What'll it take” question

- ▶ “What'll it take to get you to a 10?”
- ▶ A “9” may just mean a small compromise on your end
- ▶ A “5” or a “6” probably won't be able to get you close to a “10”
- ▶ The REAL opportunity is with the “7s” or “8s”

Step 3: Follow up with a series of probing questions that reveal the consequences of inaction. The goal:

- ▶ Dis-qualified non-buyers
- ▶ Qualified genuine prospects
- ▶ Learned what specific concern is holding back a genuine prospect