



The Tailored Product

Listening And Responding

No matter what your product or service is all of your buyers have one thing in common -a need for it. They may, however, need your product for their own unique reasons. A good sales person can sell the *same* product fifty times in one day and use fifty *different* pitches. Each pitch is tailored specifically to the needs of the buyer. For this to happen, it is crucial that the salesperson listens and responds to the buyer.

Exercise 1

During this exercise you can only use the sentence “I am Spartacus”. Using only that sentence you must try to answer the questions I ask you. You can do this by stressing different words on the sentence.

Q. What is your name?

A. I am Spartacus.

Q. You are not Spartacus are you?

A. I *am* Spartacus.

Q. Who is Spartacus?

A. *I* am Spartacus.

Q. Are you Rartacus?

A. I am *Spartacus*.

Q. Spartacar?

A. I am Spartac*us*.

Now imagine that you are the seller. Each time your product is identical. The information provided to each question was actually the same (“I am Spartacus”) but you sold the product or information very differently each time. The buyer was satisfied with the response because it was tailored to him.

Buyers tend to be put off by 'sales talk'. This is when a statement delivered by the seller is too generic and sounds like something they say to every potential buyer. You can still use your favourite lines but you must make them specific.

Exercise 2

During this exercise you must only respond to the objections with the line “We are renowned for the quality of our customer service”.

Q. How do I know you'll be there if something goes wrong?

A. We are *renowned* for the quality of our customer service.

Q. What is the best thing about your company?

A. We are renowned for the quality of our *customer service*.

Q. Every company has customer service.

A. We are renowned for the *quality* of our customer service.

Again, each time the information given was the same but each time it was delivered in a way that was specific to the question. 'Sales talk' is not what you say but how you say it. If the buyer feels that the answers you're giving aren't tailored to the question he'll think its 'sales talk'.