

The
Professional Sales Excellence
Series

Participant Study Guide

"Buying Signals"

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Module Outline

Section One: How To Cut Down Your Sales Cycle And Increase Your Income

Section Two: The Head Nod, Pupil Dilation, And Prospect Possessiveness Buying Signals

Section Three: The Chin Rub, Whistling Teapot, Sitting Tremor, And Verbal Buying Signals

Benefits to Participant

You will:

- *Learn how to recognize when your prospect wants you to stop talking.*
- *Learn how to sell at the prospect's pace instead of yours.*
- *Learn how to keep from talking your prospect in, and then out of, the sale.*
- *Learn how to close on the phone more quickly.*
- *Learn how to "calibrate" your prospect and spot their unique buying signals.*
- *Learn how sales superstars use buying signals to maximize their income.*

Instructions for Completion

- 1) Follow along in your manual.
- 2) Make notes in the margin.
- 3) Highlight or underline key areas.
- 4) Share with others your thoughts and ideas.

Section One:

Notes

How To Cut Down Your Sales Cycle And Increase Your Income

- 1) A buying signal occurs when you have listened extremely well to your prospect during the probing process and present solutions to their problems. They sense that you really understand what they want and need.
- 2) Your ability to read your prospect during the sales process will make you more money than how well you present the benefits of your product or service.
- 3) 70% of your sales are lost, not because you have a bad prospect, but because you don't know when to close.

Many salespeople try to talk their prospects into submission. They believe, mistakenly, that they can sell because of their enthusiasm about the product, and how rapid-fire the delivery is. In fact, when salespeople are inexperienced they try to talk their prospect into buying. When they are more experienced, they try to listen for openings and attempt to talk them into buying. But the real pros are so good, they "listen" their prospects into buying.

EXERCISE 1

Take a moment right now and talk in your group about what buying signals you look for. Don't guess, and don't say something like,

"I just know." That's not good enough. "I just know," means you probably don't. Are you professional enough to treat sales like a science? If you don't know what to look for, you are making money by accident. Take about 10 minutes for this group discussion, and then as the video resumes, join me as I speak to a group of business owners on how to spot buying signals to close more sales.

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Section Two:

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The Head Nod, Pupil Dilation, And Prospect Possessiveness Buying Signals

1) **The Head Nod** buying signal occurs when your prospect has heard enough and wants you to stop talking. Much like when they have heard a joke for the 5th time, they want you to skip to the punch line, cut to the chase, and let them sign the contract.

2) **The Pupil Dilation** buying signal is easy to spot if you know what you are looking for. Professional poker players have long known the cues that opponents give can mean the difference between taking home the cash pot, or walking home broke.

3) **Prospect Possessiveness** occurs when the potential buyer likes what you are selling so much he wants to keep something that represents it. They will clutch it, ask to keep it, or pull it towards them while listening to you.

EXERCISE 2

Take a moment now and try to sell your product or service to your partner. Your partner should do all 3 of the buying signals you have seen so far, like the head nod, and pupil dilation. Since pupil dilation is an involuntary response, it can be simulated instead by raising the eyebrows. Your "buyer" should also show the possessiveness cue when you give them a sheet of paper. Then stop the sales pitch, and

ask if they have already heard the information before, and what do they think of it. Take a moment now to do this exercise. Each "seller" should take no more than 2 minutes.

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Section Three:

The Chin Rub, Whistling Teapot, Sitting Tremor, And Verbal Buying Signals

1) **The Chin Rub** buying signal is a sign that the prospect is evaluating whether your product or service has enough value for them to buy. When you see this, stop talking. The Chin Rub is an indication that your prospect is mentally talking to himself. If you keep selling, you may confuse him and kill your chances of making the sale.

2) **The Whistling Teapot** buying signal is among the most obvious. It is displayed by the prospect leaning forward in his chair as if to say, "let me buy or I will just take the contract out of your briefcase and sign it myself."

3) **The Sitting Tremor** buying signal is the prospect's movement before the explosion out of his chair to give you some money. If you don't close him when he wants to buy, he probably won't let you know your mistake. Instead he may say, "Let me think about it," and buy from someone else.

4) **Verbal** buying signals are comments like, "How quickly can I get it?" and "Is it guaranteed?" Prospects don't often ask you if they can buy. It's up to you to know when to stop talking and close.

EXERCISE 3

Take a moment now to role play with a partner. Each partner should take a turn selling

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the product or service. This time, the person playing the prospect should do the Chin Rub, Whistling Teapot, and Sitting Tremor cues. When you see these cues, stop immediately and do a trial close. The prospect should also attempt a couple of verbal buying signals. Remember, the best way for you to make money with these techniques is to role play during these exercises. If you just listen to the video, without doing the role plays, you'll forget the concepts and you will lose sales.

Notes

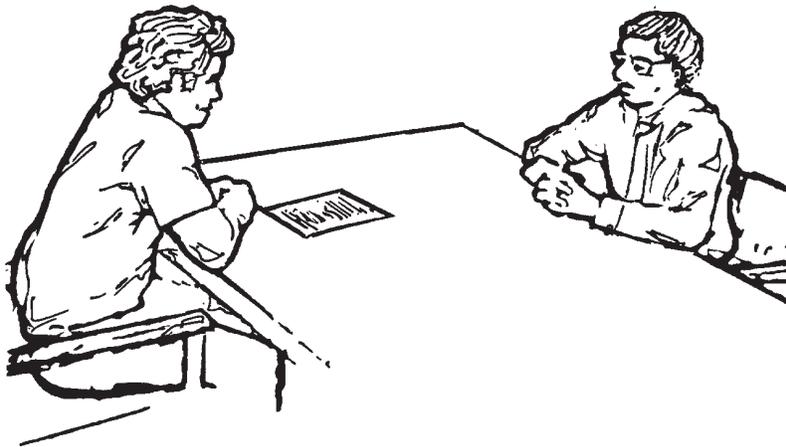
Buying Signals



Head Nod



Pupil Dilation



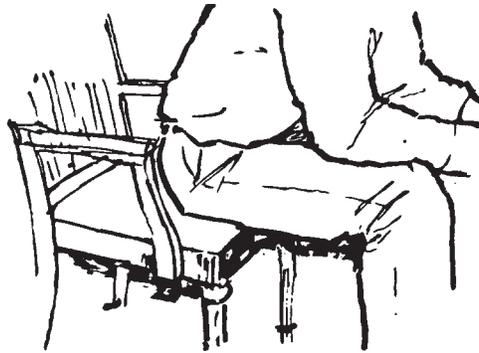
Possessiveness

Buying Signals



Chin Rub

Whistling Teapot



Sitting Tremor