

Decision, Indecision & Urgency

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Let's define urgency as the customer's desire to change their current situation. When urgency is strong, you'll obtain decisions in less time and close at a higher rate. When urgency is weak, you must stimulate it - or risk losing the business.

Creating urgency can be manipulative. It's positive when you're doing something FOR people - it's negative if you're doing something TO them. The difference is your intent.

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customer's dissatisfaction with their current situation. Most sales reps attempt to create urgency with discounts or deadlines. Although discounts and deadlines are viable and ethical when combined with truth, these tactics fail miserably when coupled with poor timing or an improbable story.

For example, almost every time I've indicated the slightest interest in a home to a realtor, they've responded quickly with a statement like: "You'd better get something on paper; there's already been some action on this one".

Another hard-to-believe deadline used by many salespeople after they've quoted a price, is to tell indecisive prospects that the price is expected to go up soon.

In every selling system, there's a series of techniques that will produce better results when followed in a particular sequence. This is especially true with urgency which is more difficult to establish after the presentation or proposal and more so, after the price is quoted. The best time to

establish urgency is before the presentation and during the needs analysis.

To increase the customer's dissatisfaction with their current situation, investigate their problems and the effects to greater depth. You want the problems so vivid and so unpleasant that they're anxious to resolve them. (I call this "visual immersion".)

You want to know who's affected, when, how, how often and how much so you can quantify the cost of inaction. Then, you use logic to support their emotional desire to change.

Here's the key issue. You should not describe their unwanted situation. The customer should – and in great detail. Your job is to reflect their emotions with statements or questions that emphasize your interest in hearing more.

That's hard to believe!

How did that happen?

How did that affect your return rate?

That must be frustrating.

What did that end up costing you?

If your product or service provides security, savings or peace of mind for a problem that hasn't occurred, you'll need to ask a series of "what if" questions to immerse them in the unwanted reality. Otherwise, it's too easy for them to feel comfortable with their current situation. Once prospects lose the desire to change their situation, the value of your product or service almost doesn't matter.

When you've determined how long the problem's existed, ask why they've waited.

When there are multiple decision-makers, the people who want action will glance at those who've delayed the decision, expecting them to answer. You might discover that the chief procrastinator isn't even present.

The chances of creating urgency are slim until you communicate directly with every decision-maker and decision-influencer and

identify the organization's decision-making criteria and decision-making process.

If you still want to employ discounts and deadlines to speed the decision making process, remember to create urgency through "visual immersion" first. Then employ the discount or deadline to improve value.



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