

Weekend Sales Tips

The Paralysis of Analysis – ‘What If. . .?’

It has been often and wisely written that nothing happens until somebody sells something, whether a product, a service, or an idea. That’s where you come in. It’s your job to help make things happen, and at the moment there’s no job in the world more important.

It seems buyers are reacting to current world events by backing away from making a commitment. Their nervousness is understandable as are their fears of the future. “What if (this or that) should happen?” or “Might I make a better deal later on?”

There is a perfectly human tendency to freeze in the face of a shocking present and an uncertain future, an instinctive feeling that doing nothing is the appropriate strategy for dealing with unanswerable questions.

This is where you come in. Your job is, as it always has been, to help your customers do things that are good for them, things they would not undertake without your encouragement and guidance. Your job is to separate them from emotions that may temporarily blind them to opportunities, which, if missed, will be greatly regretted later on; opportunities obscured by exaggerated fears and overlooked benefits.

Without demeaning, cajoling or criticizing their

reaction, encourage them to consider these realities:

- Unless their income and/or job security has been directly affected by recent events, they are just as free to act as always.
- Failing to move ahead with their buying plans will do nothing to further economic conditions or mitigate the nation’s problem.
- Waiting for “things” to settle down will mean postponing negotiations until there is, as there surely will be, more competition in the marketplace.
- Their reasons for buying are just as valid now as they were previously.
- “Paralysis of analysis” is playing directly into the terrorists’ hands.
- Suggest to your buyers that they write out a list of all the reasons they had for buying before the trouble began, then delete only the ones that are no longer beneficial (in the long run) to them and their families.

In times like these, it is often necessary to lend the courage of your own convictions to confused and apprehensive customers.

Remind them that “of sad words of tongue or pen, the saddest are these: ‘It might have been.’”

By Joe Klock



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Sales Tips for the Real Estate Professional

