

## Class of the Bleeding obvious... Mathematics 101. Sales tip

You might imagine the lesson I took from a workshop I attended last night was straight from the school of the bleeding obvious... Basically it's algebra... Maths, you know what I mean?

The world works on basic mathematical rules...

Let's start with the basics...  $a + b = c$ ... If  $a = 1$  and  $b = 2$  then we can work out  $c$ ... Right?

The car costs £10k, tax is £150 so the cost is £10,150

How about... What is  $a$  if  $c = 6$  and  $b = 2$ ? ... got it?... 4?

Our car is £6k and your part exchange is worth £2k so the balance is.....

Now armed with this logic you can change a few things...

Take this equation...  $E + R = O$ ...  $E$  is event or circumstance

$R$  is your reaction to it

And  $O$  is the outcome.

Think about it....

An **event** – Your prospect promises to call you at 4:00 this afternoon and doesn't.

Your **reaction** – Your reaction is to be cross, frustrated and tense or even paranoid and unconfident.

The **outcome** is that when you eventually speak to your prospect your feelings show through. They buy elsewhere.

Based on the class of the bleeding obvious... If you **know** what you want the outcome to be and you know the event or circumstance, you should be able to **adjust** your reaction to balance the maths... do you think...?

Try this...

Event – Your prospect suggests your price is too high

The **outcome** you want to convince them you're the right person to buy from even though you might have a higher price

The reaction you need is.....?

How about keeping calm, being confident and convincing them value is not always about price?

Not to mention yours is the best value car on the internet isn't it?