

Being Tied Up

You're not in a bind are you?

No?

Well actually yes, and I guess I should explain myself yes?

In this context, **a bind** is a linguistic technique that channels the listeners thoughts so that the answer is predictable. Make sense?

- Try this, you're not the sort of person that would dismiss this idea without a proper hearing and make a rash and potentially hugely expensive judgement are you...? No...?
- As a professional, when you are given new information you do the clever thing and evaluate it before deciding it's worth, am I right...? Yes...?

A long time ago, way before you or I started selling, the primary technique for getting a prospect to say yes to a question was to get them in a bind... *"You wouldn't leave your family penniless in the event of a terrible accident would you...?" "You'd want to protect them from financial burden and ruin wouldn't you...?" "So, you owe it to your family to take out life insurance, don't you...?"* You've guessed the next question right?

Most prospects would have too. Closing prospects with a bind like this is not a good idea these days. It is not comfortable for them and it is far too aggressive. They can feel it coming and most have enough knowledge to step out of the way. Things have moved on.

With all these facts could you easily get into a **double bind** do you think or not?

Encouraging a prospect to think the way we want them to is still an important part of selling, so how do we balance the new era of customer awareness with a commercial need to influence? Well, giving them choice is a much better idea. *"Would you like a green or a red one...?" "I can have it ready on Wednesday or Thursday, which would suit you better...?" "When you change your car do you base it on time or miles?"*

When I joined Martec in 1994 the revolution had just begun. Steering customers through choice questions was all the rage. In fact, I spent most of my time teaching people to structure their conversations around this technique.

The sales benefits of the "double bind" was inspiring. *"Would that be a Manual or Automatic...?" "A Petrol or Diesel...?" "Are you at home or work?"* Etc, so, the prospects got to choose, albeit from a limited selection which gave them a feeling of control and the salesperson guided rather than steered, without losing the plot. It was a great time for Car Sales Training. Teaching people how to make more Sales had never been so much fun.

You can imagine since then, prospects and techniques have moved on. Today's sophisticated prospect is likely to require more finesse.

Well, let's think about it a little. If you wanted to ensure you enthrall a prospect, help them make a decision that is right for them and for you, would you chose a single, double or perhaps a **triple bind**?

I was thinking about having my car serviced, and the garage offered the following *“We can look at that on Tuesday, Wednesday or do you already have a date in mind”* I forgot to ask about price and I booked it for Friday because it was perfect for me as I was working from home that day. You can’t believe how they knew that can you? They are such accommodating people.

Today’s sales professional provides prospects with even more choice but keeps control. Prospecting a dealers database has always been a challenge. Giving sales people some words that get the right result is the foundation of Sales Prospecting Training. So Martec’s Sales Mining Techniques flow differently to most. When we are searching for opportunities at a Dealership Prospecting Event we suggest phrases like, “When you change you car Mr Prospect, do you base it on time, miles or just when the mood takes you...? Or what about when a really great offer comes up?

As an aside...

Have you noticed there is a tendency to go for the last choice? As you have read through this article and these questions, where there’s been a choice, has your mind clung to the last one? Interesting.

Hopefully, to make sure I am being clear, here is a final example of the Triple Bind Linguistic Technique; if you were going to choose a training company, as an example, to help you adapt to the ever changing sales environment, would you select an old one, a new one or would you go for the one that is exactly tuned into your needs?

Thank you for your attention reading this. I hope it proves useful to you.

Once you have read this article consider what to do next. Evaluate it and decide its worth before passing it on to your colleagues. Forward this article to everyone you know without comment or I can tell you what you might do and that is

Martec Europe is writing the new sales model for selling cars in the 21st century and we would like you to take part in the revolution.