



2010

Power Track - Words that Win Sales 2



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The Ultimate Sales Tool Kit

Power Track 2

“Wow, How did you get is so High / Low?”

This great set of words complements a customer for his ability and decisions in a number of scenarios.

For example, if a customer comes to us with prices from another Dealership and says “I can get one for £7500” if we were to turn around a say “Wow how did you get it so low?”

We are complimenting him for his ability to negotiate, however that’s just the start you see people do some amazing things with their eyes. They cannot control themselves it’s automatic.

If our customers eyes move up and to his right (our left) in our scenario, for sure his response about the price will be a lie.

When our eyes move up and to our right we are creating an image, a video of something we have never seen before, imagination, in this example our customer is lying.

If his eyes had moved up and to his left (our right) he would be recalling a memory in the form of a picture or a video. Since this scenario would require our customer to have actually been offered the price of £7500 he would be recalling it from a memory.

This simple yet powerful technique serves two purposes

1. It applauds a customers ability
2. It allows us to find out if he or she is telling the truth.



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So your challenge today is to watch the attached video on eye patterns on the subject under discussion

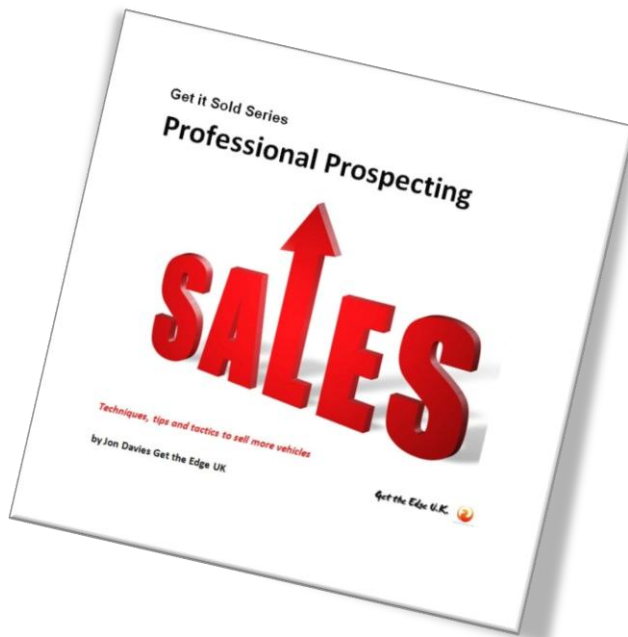


[Click on the Video above](#)



The Ultimate Sales Tool Kit

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To help improve your income and grow your sales



*Each filled with
dynamic ideas,
techniques, tactics
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