

# Tips for Distracted Prospects

WRITTEN ON MARCH 12, 2010 BY MARK

**Situation:** You are in front of a prospect who just doesn't seem to be paying attention. As you talk about your product, he keeps glancing over to his computer screen to see what new emails have come in, then changing his focus to noise in the hallway, and the traffic in front of the window. You're becoming frustrated, and are thinking of just ending the sales call.

**Action:** Stop stating and start asking. Ask the prospect questions. Answering questions will keep the prospect engaged in the sales call, and help you uncover the information you need to qualify the prospect and make the sale. Don't forget reversing (with softening statements) to keep the dialog active and keep the prospect in the role of supplying information.

If you have any questions, contact me and I will be happy to discuss this with you.