Solution

# 19. In Their Own Words

*Below is an example answer. Your solution may differ from the one provided – that’s okay! The goal is to think about how to put these sales tips into practice.*

b. Lauren should write down the response word for word in the order the prospect gave it to her and read it back in order.

When you ask someone an intelligent question, it will lead them down a path toward your product or service. Lauren asked the prospect the expansive question “what is most important to you when choosing a facial cream?” The first thing the prospect mentions is most likely the most important to them, or top of mind. The second thing they say is second most important, and so on. For example, the customer may say ‘non-greasy, anti-aging and has sunscreen”.

Lauren should repeat the criteria back to the prospect in the exact order they told her. “The most important thing to you in a facial cream is that it is non-greasy, anti-aging and has sunscreen.” Hearing their specifications repeated back to them gives the customer the opportunity to correct some details or change their specifications to clarify what they really meant. With this information, Lauren can find the best product that suits the customer’s needs, and cater her presentation to present this information to the prospect.