



T.O. BASICS

WHY IT WORKS:

Customers don't like everyone – you may remind them of someone for whom they don't care. They will not necessarily come out and tell you that, but you will not make the sale.

Customers rarely state an objection the same way twice – if you turn them over to someone new, you take their objections away with you (provided that you don't restate them to the new Associate during the T.O.).

A new Associate presents a fresh look – often the client will buy exactly what you had shown them, they just needed a second opinion.

THERE IS A RIGHT TIME TO T.O.:

The moment you realize the customer is not going to buy, but before the customer realizes it. You find this out when the customer does not agree with or go along with any of your trial closes. After 3 or 4 no answers, it could be time to bail.

THERE IS A RIGHT WAY TO T.O.:

Simply say, "I have a great idea" and go and get another Associate. Introduce the new Associate, assure the client that the New Associate might have some additional ideas or information, and excuse yourself with the promise that you will check back.

Vanish! The less you say, the better it is. Let the New Associate begin where you left off.