



This video is about a very unorthodox but effective way to earn response from customers who have gone dark on you despite having had a good initial conversation with you. They showed interest in speaking again. But your attempts to get back in touch are failing. Today, I'll show you a new, emerging way to respond to clients who stop responding to you. We teach a few tactics here in the Academy and this one is fresh. How fresh?



I had two clients go radio silent over a multiple-email period. Sent two emails using your method this morning to them. BOTH wrote back within 20 minutes

Jim Edholm
President, BBI Benefits



Jim says he used it on two customers who had gone radio silent on him. Within 20 minutes both had called him back. He mentioned the tactic to his partner who also struck gold with contacts who had ghosted him. Nice work, Jim.



I wrote 5 of my ghost clients and 4 have written back... Crazy!

Brad Gamson
Google 360 Certified Photographer

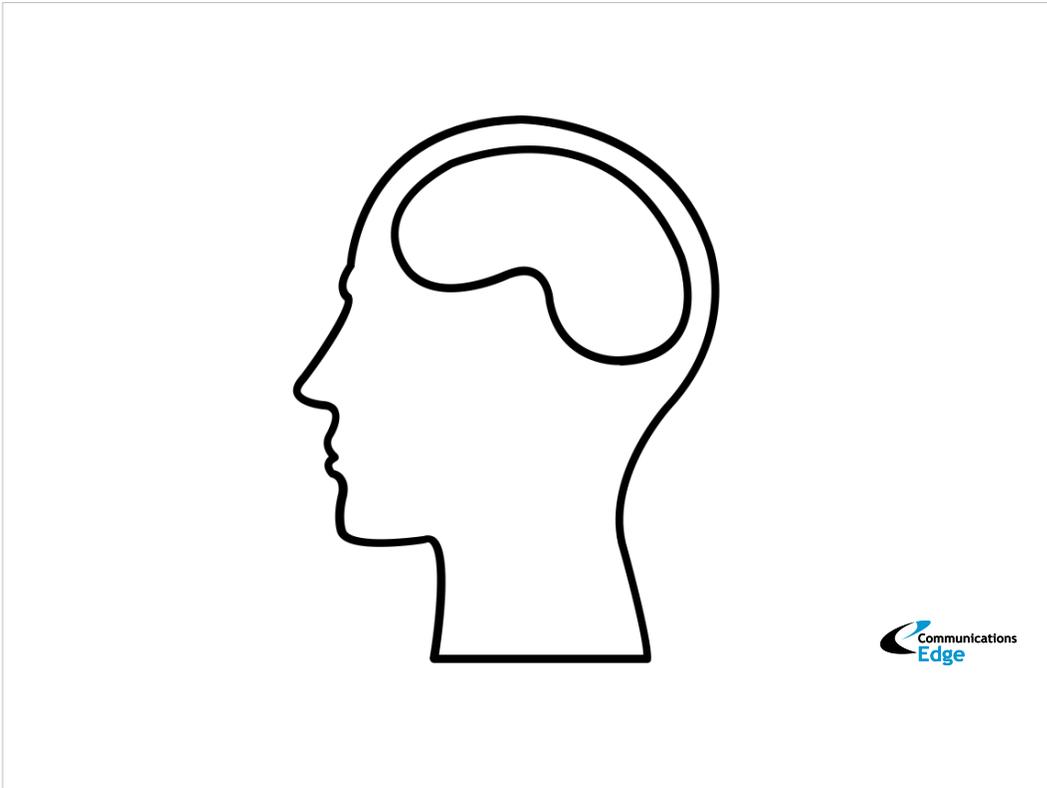


Brad is a Google 360 certified photographer calling on various regional businesses used it on 5 ghost clients and 4 got back. He expects all of them to close. Now can we guarantee the same results for you? Of course not. But this tactic is trending positive for most of our Academy members and corporate clients. Ok. I know you're in a hurry to get the tactic from me. But I need to explain why this works.

Why & how it works.



You need to know why it works. HOW it works. Because this is a practice. Communicating better with customers is a SKILL you can exploit... for the rest of your life.



You need to know why it works. HOW it works. Because communicating with customers effectively is a practice. It is a skill you can use to pay you more ... for the rest of your life. But if you don't know why this tactic works you limit yourself. By knowing why this works you'll be able to pivot ... make positive change when it stops working. Because you'll have the ability to develop a creative, new provocation. Ok. Here we go.

Yes = commitment
No = protection



Yes is commitment. When your customers says yes they're committing. But No is protection. When designing follow-up email messages for unresponsive customers keep this in mind. I learned this from a guy named Chris Voss who is a former FBI hostage negotiator. Voss says, "There is no shortage of times during the day when someone is trying to trap us with 'yes.'"

Yes is a trap



He's right. Sales people send emails that "sprinkle a small trail of 'yes' to lead prospects down the path to the big bear trap of 'YES'." We try to persuade. We try to convince. Think about it in your life, as a buyer of goods or services. But here's where it gets interesting. Voss says there are 3 kinds of "yes." Commitment, Confirmation and Counterfeit.

Commitment (“I will”)
Confirmation (“I heard you”)
Counterfeit



Commitment... I will. Confirmation... I heard you. And Counterfeit. A fake yes. Here's the rub: Most of your clients are experts at giving the counterfeit “yes” ... as a reply to the bear trap “yes” lurking around the corner. They are smart that way.

No.



This is what makes “no” so powerful. “Yes” is commitment. “No” is protection. Let me explain...

- Protecting themselves
- Avoiding feeling vulnerable
- Demonstrating power, control



When prospects say “no” they are protecting themselves. They are also avoiding feeling vulnerable to you. They are also demonstrating power, control. And when they say no they are, therefore, more open to listening to you. Pretty cool right? Wait a minute. Provoke no? This sounds crazy. Why would you do that?! Because it works. And because few sellers practice this follow-up tactic when clients go dark. Here is one example of how to use it. There are many. And before I give this to you make me a promise. Don't shut the video off and hack out the email. Stay with me to learn why this works and how you can strengthen the concept in your situation... to make it work for you.

“Have you given up on this project?”



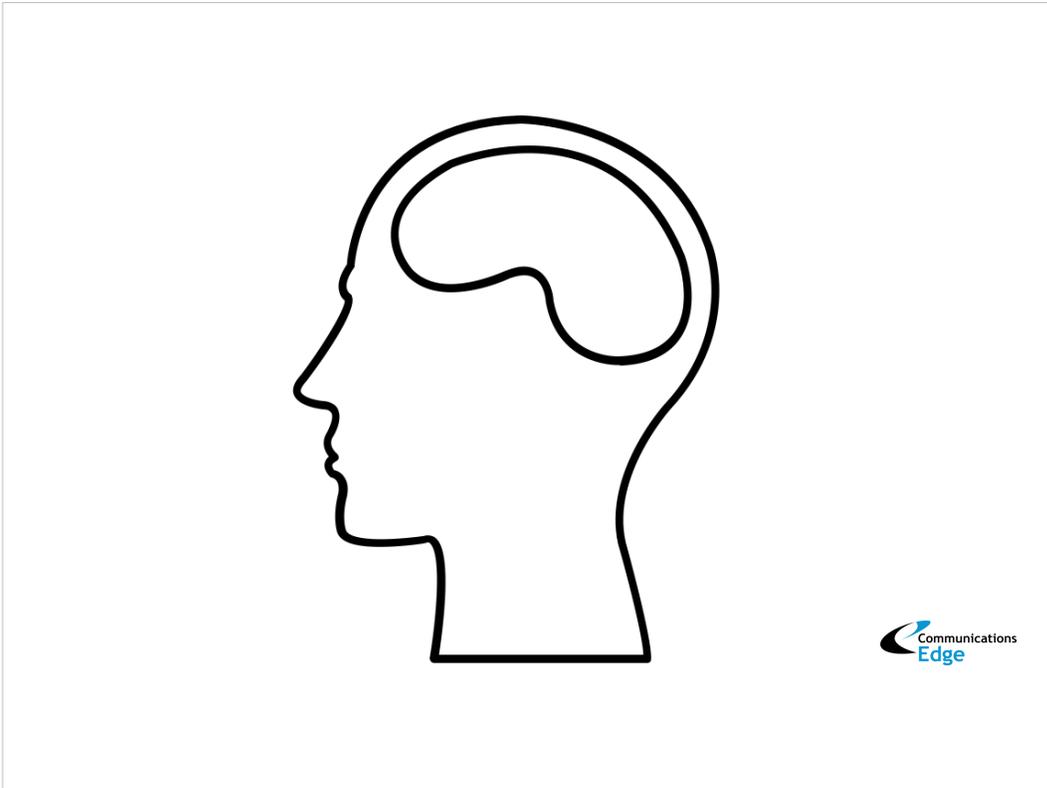
Asking a client if they've given up on a project... this goes for the no. This allows them, encourages them to say no. If, in fact, they have not killed off the project... or change... or investment they've been talking with you about making. If hope is still alive they will respond.

“Have you given up on _____?”

finding new ways to get response
identifying better OPMs faster & cheaper
better ways to retain employees
streamlining paper-based workflows to cut costs



You fill in the blank. I might ask a VP of sales or a CEO, have you given up on finding new ways for your team to get more response or conversations started with clients? Your part is filling in the blank. But remember: Keep it focused on the business outcome your customer seeks. Not necessarily your benefit.



Here's why this works: Provoking "no" plays to prospects' natural aversion to experience loss. Ok. What does that mean. The question, "Have you given up?" encourages the client to respond with "no" because it makes the implicit threat you may walk away, on your own terms. If your prospect does not want to lose you they will stop it from happening. They'll reply with something like:

“No, our priorities haven’t changed. We’ve just gotten bogged down with _____ ...”



“No, our priorities haven’t changed. We’ve just gotten bogged down with _____ ...” Prospects will explain why they have not responded to you. That’s the gold. Here’s another mental trigger... why this works. Potential buyers will take pleasure in proving their power over you... they will hit reply and disagree. That’s the beauty of this technique. If you don’t receive a reply you likely have an unmotivated prospect. Cut bait and move on!

Questions?
Comments?
Complaints?
Ideas?



Do you have questions, comments or, yes, complaints? Let's discuss below in comments.



Now you have a new way to earn response from customers who have gone dark on you despite having had a good initial conversation. If you have different experiences or new information please do share them in comments below. Ok? We're all here to help each other take-away a better way to get conversations re-started with customers. Ok. Start using what you've learned here right away and let me know how it works out for you. All the best and keep fighting the good fight. Get out there and start discussions with customers who truly need your help.