

How To Use Tie Downs

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Committed To Your Business Success

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Tie Downs

Closing sales is where the money is and yet many sales peoples closing ratio is too low.

There could be many reasons for this; you haven't asked the right questions, you haven't built the right rapport etc.

Let's assume you have advanced the sale sufficiently to 'test the water' to see if the prospect will buy whatever you are selling.

A great way to do this is to use tie downs. Tie downs are phrases that obtain small yes's from the prospect to make certain that they agree with a particular point you are putting forward.

For example

You: *'So this particular car will give you the right fuel consumption to reduce your current running costs **wouldn't it?**'*

Prospect: Yes

Essentially a tie down is a question that requires a yes or no answer. If the prospect says no to a particular tie down, you are in a position to find out why and try to overcome the particular concern.

Many sales are lost due to the prospect having objections that have not been mentioned because the sales person has not asked enough questions.

Tie downs allow you to eliminate all the issues why someone will not buy and to clarify the reasons why they will buy; by using them along with other techniques it's easy to ask for the business.

Here are some example ties down scripts for you to adapt.

You: *'You mentioned that safety was important as you can see, these air bags and the reinforced bars in this particular car, plus the enhanced safety shell makes this car very safe **'don't you agree?'***

Prospect: Yes

That particular example could end with **'doesn't it?'** as an alternative to **'don't you agree.'**

More Examples

You: *'So improving your products image, in your literature is important, **isn't it?'*** (Someone selling design services).

If what you said represents truth as the client sees it, won't they respond by agreeing?

When they agree that some aspect of the quality of your product or service meets their needs, they've moved closer to buying it, **haven't they?**

Part of the art of selling, is asking the right questions to achieve the string of minor yes's; that will lead you to the final yes. The final sale is nothing more than the sum total of all your minor yes's, **isn't that right?**

You: *'Isn't making the Website; a business in itself, important in a project like this?'* (Selling web consultancy services).

The next example is an internal tie-down, it's a bit more difficult to handle, but can be very effective. With this method the tie-down is in the middle of the sentence.

You: *'When you have the system installed, **won't** lowering the amount of waste be very important?'* (Someone selling a quality system).

The technique is the tag-on tie-down. In its simplest form, you tag your tie-down onto any statement your prospect happens to make that's positive to the sale.

Prospect: *'Yes reducing the waste is very important to me.'*

You: *'So putting this system in place for less than you've budgeted and reducing your waste by 10% on present levels would be a useful investment **wouldn't it?'***

Prospect: *Yes*

If the prospect says yes, it must be true and each time your prospect says something helpful to your sale, if you tie it down; you complete minor agreement, **don't you?**

Through the use of tie-downs you can advance the sale to the point where the prospect will be ready to make the final yes.

One of my favourites is; **'Does that make sense to you?'** this can be used when you've explained a concept or a series of benefits or when you have put forward a proposition.

Again when they say yes; that's a step forward to the point when you close the sale and if they say no, it gives you the opportunity to find out why.

So tie downs are an important aspect to master in becoming an effective salesperson.

I hope you've enjoyed this article, if you want to know more about the subject or have any questions relating to our sales improvement programmes, you can call me on **01623 720022** during normal business hours or click this [link](#) to let me know when it's a good time to talk.

How successful do you want to be?

Sincerely

A handwritten signature in blue ink that reads "Mark". The signature is written in a cursive style with a long horizontal stroke underneath the name.

Mark Wheatley

Mark Wheatley is a business growth and marketing expert who specialises in growing small to medium sized businesses through low risk marketing strategies and improving sales skills.