

SALES TRAINING NOTES

“Set The Hook” With Your Pitch at the Door

October 2023

The number one reason salespeople fail at the door is they don't “set the hook.” Rookie prospectors think, “Well, all I have to do at the door is to be myself and start a conversation.” Rookie salespeople think, “I'll just close them!”

The truth is, “opening” and “closing” are two very different talents that take very different techniques. You can't “close” a customer at the door. You must “open” the dialogue and lay ample groundwork for a future closing conversation.

Opening = Setting the Hook

Closing = Landing the Fish

You can't land a fish without setting the hook!

Know your bait and what intrigues the **needs** and **desires** of the prospect. Remember, needs and desires are very different.

Having a **need** is an objective experience.

***Example:** I need to get a security system for my home because my neighbor had a recent burglary and lost precious heirlooms. There are many security dealers who can get me a security system installed. But who do I call?*

The **desire** is what drives the buying decision and is typically emotional versus objective.

***Example:** I want (desire) someone to come to me and install it quickly and affordably, so I'm calling the person who knocked on my door last week (or who I saw a yard sign in the neighborhood).*

You see, the desire just eliminated all the security companies they would have to contact and meet for the first time. Despite countless options for home security, they chose the one that fulfilled the desire to already know the company.

Now that we understand the needs and desires of the prospect, we can talk about “setting the hook” while canvassing at the door.

“Setting the hook” is effectively engaging the prospect in dialogue at the door. We've all been at the door and delivered our pitch and gotten the door slammed in our face.

The key to effectively “setting the hook” is ending your pitch with an open-ended question. The longer we keep the prospect in front of us, the higher the likelihood of engaging in conversation and getting your appointment set.

The difference between an open ended and closed ended question?

Closed Ended

The answer to the question is a one-word answer like “yes” or “no”

***Example:** Would you like a free estimate?*

Open Ended

The answer to the question requires the prospect to think and engage in dialogue.

***Example:** Why is (protecting your home) important to you?*

If the ending of your pitch at the door uses an open-ended question the likelihood of the prospect engaging with you increases tremendously. To master the art of “setting the hook” your open-ended question must be thought provoking and pique the interest of the prospect.

Experiment with different open-ended questions and don't be afraid to get edgy and creative. Remember, you don't even need to lead with your offering.

Just be sure to stay focused on your prospect's needs and desires and you'll master the art of “setting the hook” in no time!

And always remember, if you don't get the sale, you work for free! See you all next time.