



Why Commitment Matters in Sales

In sales, commitment is critical. Do you follow through on promises you make? Are you there for customers when they need you? Have you assured your customers you are in this long-term?

The sales process also involves commitment from your customers. Whether meeting with you for a sales call or signing a form, these are small agreements the customer makes with you. But you must follow through to ensure the customer completes their task. Likewise, the customer expects an equal commitment from you, such as honoring scheduled calls and deadlines. How do these small commitments affect your sales process?

Commitment Can Advance Your Sale

Advancing the sale is the goal of each interaction with a new customer. The old saying "always be closing" is not comprehensive. It leaves out important details such as trust and timing, which the professional salesperson knows to be crucial. Instead, try swapping the word "closing" for the word "advancing." Always be advancing the sale. This means you'll be giving and getting incremental commitments that move the relationship -- and the sale -- forward.



Commitment Can Slow Your Sale

Asking for commitment too soon, without having earned your customer's trust, can potentially damage the relationship. Don't ask for assurances you haven't earned. Remain focused on your client and their individual needs. Be sure you're honoring commitments on your side so the customer feels comfortable guaranteeing theirs.

- Are you being courteous, caring and prompt with answers?
- Have you been quick and consistent to respond when they needed you?
- Have you been genuinely concerned with their needs, asking specific questions?

After Commitment, Follow Through

Before contacting a salesperson, many people will consult the internet. They know this resource can provide answers. These educated customers come to you, ready to have their commitment nurtured. Cultivate this relationship, as part of the work has been done for you. Based on research already completed, these customers may ask follow-up questions or challenge you on certain points. Be patient and remember that this is a customer who already understands their needs. Support the customer's search for answers and help them say "yes" to a commitment with you. They see you as a problem solver. This will be an important role in your future relationship.

Making your commitments, keeping them and helping the customer make theirs will advance the relationship. Stay in tune with the customer to know when to slow down or when they're ready to move forward. Small commitments like these can add up to big sales.

*Customers must
know you care before
they are willing
to go to the next step.*

