

9 Conversation Catalysts in Selling

By Roshni Baronia

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Principle of Similarity

“Birds of a feather flock together”. We like working with people who have shared interests, opinions, attitudes, background, etc. Find a way to bring these things up early on in the sales conversation

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2

Importance of body language

Mehrabian’s Rule of Personal Communication states that 7 percent of meaning is communicated through spoken word, 38 percent through tone of voice, and 55 percent through body language.

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3

Positioning as trusted advisor

Demonstrating insight is the best way to position yourself as the expert and thought leader who the prospect will listen to. Learn how you can do it in an effective and natural manner.

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4

Questions to ask a prospect

Take prospects through a series of well-thought-out sales questions at different stages of the conversation that will eventually get them to work with you. Know which questions you should be asking your prospect.

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5

Practicing active listening

A big part of any conversation is letting the other person know you are listening closely. Paraphrasing and feedback loops are great ways to practice that in a sales situation.

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Power of possibilities

People buy business solutions to solve a problem, but in reality they are chasing a dream with their purchase. Are you helping them get any closer to their dream, purpose or vision?

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Weaving Stories

Storytelling is the buzzword in almost every stream nowadays and sales is no different. The hard is knowing exactly which stories we need to tell. Let's look at three of them here.

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8

Objection handling

Objections are inevitable but should never be seen as a door slamming in your face. The key is to understand why the customer is objecting, preparing in advance and digging deeper with curiosity.

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9

Extending the invitation

Do not assume that your prospect has said yes or will do business with you just because you have given them all the required information. It is your job to tie the loose ends and ask for the sale.

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