



DID YOU KNOW SALES TIPS

From **DSC**®

Rejection-Then-Retreat Technique

When offering any product or service, offer multiple solutions. Always start by offering the top of the line solution first. In most cases your first solution will be rejected. Retreat by offering a second and more cost effective solution. The customer is more likely to accept the cost effective solution when it is presented in this way, rather than if it was just offered on its own.

This works because:

1) There is a principle in human perception, the contrast principle, that affects the way we see the difference between two things that are presented one after another. Simply put, if the second item is *FAIRLY* different from the first, we tend to see it as *MORE* different than it actually is.

For example, real-estate companies use this principle when showing perspective houses to customers. They sometimes show a couple of undesirable houses with inflated price tags first. These “starting” houses were not intended to be sold, but to be shown to customers so that the genuine properties in the company's inventory would benefit from the comparison.

2) If someone does us a favour, we should do them a favour; if a man sends us a birthday card, we try to remember their birthday and send one too. By virtue of the reciprocity principle, a person who acts in a certain way towards us is entitled to a similar return action.

When your first solution is rejected and you offer your second solution, you are making a concession (i.e., *compromise*) from your original request. Compelled to live up to their obligation, your customers will respond by making a similar concession by accepting your second request.

3) You really can't lose. If your customers agree to the first offer, you received a much larger, more profitable sale than what you would have settled for. If, on the other hand, your customer turns down your initial request, you can retreat to the more cost effective solution, and through the action of the reciprocity and contract principles, greatly enhance your likelihood of success. Either way, you benefit.