

Prospect's Sense Desperation

Do you think it feels good to be a wild animal's prey? Are you coming across as a ravenous wolf or a shark after the smell of blood? Would you want someone stalking you who doesn't have your best interests in mind? This is how your audience feels when they can sense you are desperate for their compliance. My research shows that people can sense when a persuader or salesperson is uneasy, nervous, or tense. In other words, if you're uncomfortable, your audience is uncomfortable. There's no way around it. They will see past your gleaming smile, and even if they don't understand it, they'll start to get the feeling that you're a wolf in sheep's clothing.

How do you know when you're in desperation mode? You can recognize the mentality:

"I have to get this sale or else."

"I have to get his business, or it's over."

"I have to negotiate the deal today, or I can't pay the bills."

Usually this desperation is rooted in fear. If you ever find yourself slipping into desperation mode, ask yourself what you are so afraid of. What's the worst thing that can happen? Is it really that bad? What if the worst really did happen? You've got to face your fears, because despair-driven persuasion rarely works. Even if you get your way, it will hurt you in the long run. Your audience will not appreciate feeling that you pressured them. They will resent you, harbor negative feelings toward you, and never do business with you again. Desperation leads to poor decisions, forces unwanted choices, reduces options, and spawns regret.

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