

## **The Use of Silence**

Sometimes the right word is no word. On occasion we need to remain silent and let the other person talk. We have heard in sales that the first one to talk after the close loses. After the persuasion process and the final decision is ready to be made, make your proposal and shut up. The silence is nerve-wracking, but it's a critical time to let the prospect make the decision without you rambling on and on about the product or service. I have seen countless times when a sales rep oversells the prospect. This has probably happened to you. You were ready to buy. You liked the product and were ready to make the purchase by handing over your credit card. The sales rep felt you needed to know everything about the product and he started to fill you in. This caused doubt to creep into your mind and you ended up leaving, telling the salesman you would think about it. Strike when the iron is hot! When someone has been persuaded and convinced, there is no reason to say any more.

“The real art of conversation is not only to say the right thing in the right place but to leave unsaid the wrong thing at the tempting moment.”

–Benjamin Franklin

More communication is not necessarily better persuasion. In fact, the less you talk, the smarter people think you are. The more you say, the more common and less in control you appear. Many individuals try to impress people with what they know by flaunting all their wisdom, but usually this strategy is just a turn-off.

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