

Hey Bob, Sell Me This Pen!

Transactions
↳ Experiences

Main Points of Skit:

- Avoid assumptions about what your clients want or need.
- Each client and situation is unique – “1 size fits 1”. Ask questions and explore their unique situation BEFORE attempting to provide them with services.



Selling the Pen

Buyer: start by asking – seemingly unexpectedly - the seller to sell them then pen: “Hey Bob, sell me this pen!”

Seller: seller begins by looking at the pen...pausing to gather their thoughts...and then launches into an enthusiastic sales pitch including the features, qualities, and reasons why someone should buy the pen. They should be excited about the pen and its features.

- Rubber grip – won’t slip when signing important papers, even if you are nervous
- Heft, weight – feel the balance, metal casing – SO nice
- Retractable – won’t get ink on your shirt – comment on the quietness or decisiveness of the clicking sound it makes
- Blue or black ink your choice! – are you one of those people who only sign in black ink? You accountants...<eyeroll.
- Clip – never gets lost, clips in bag, in pocket, on eyeglasses chain, always at the ready for an important contract or decree...and the clip is metal!
- Medium point – won’t tear through the paper...SO smooth – like buttah! Signing your name will be FUN again!!
- Well-known brand – some of the finest writing instruments in the world
- What is your favorite color – really? We offer this pen in exactly that color!

They should do some of the classic “sales” things – ‘do you agree, that rubber grip would come in handy?’, feel that heft...that DOES have a nice feel to it, right?

They can ask about favorite color of ink and fine or medium point – this pen is available in every combination!

Then close the deal – “so...can we get the order in process – how many do you want in your initial order?”

Buyer: express reluctance, maybe look at the pen but ultimately decline the offer to buy the pen

Seller: add a few more ‘closer’ things to the offer...maybe another feature – or allowing them to hold it, click it...see and feel for themselves. Maybe do the ‘we agree about this, right and you agree about that, right? And it DOES feel good, right? So, if we agree on all those things, why not buy it?!

Buyer: pauses and turns to the audience: “Do you have any suggestions for the seller? Anything he could say, ask, or do to get the sale?”

If nothing is offered (careful...let the silence hang...count to 30): “What questions should he be asking the client right now?” (You are looking for the magic answers: “WHY do you need a pen? What are YOU looking for in a pen?” - the idea being start with the client and THEIR needs.)

Buyer: so...why don’t you try taking the audience’s advice?

Seller: But...I’ve been selling pens for years! And I am super, super smart about the product – I’ve sold pens to thousands of customers exactly like you. I asked good confirming questions, didn’t I?? Isn’t that what I was supposed to do?!? I asked about favorite color, grip, heft, allowed her to hold it. I did all the selly-salesy stuff they teach you in those BD sessions!

Buyer: Yeah, but it obviously didn’t work. I’m not buying the pen.

Seller: Reluctantly...“OK fine, I’ll ask...Why do you need a pen?”

Buyer: I was just looking for something to prop this door open – keep it from closing.

Seller: Pause in realization and then excitedly add: Well, HEY...forget that cheap, worthless pen...let me show you something I’m pretty sure you are going to like...and pulls out a doorstop

