

Selling to Groups of Buyers:
Real World Selling Situations and Some Possible Solutions
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Real world scenario	Possible solution
1. One buyer loves it, one or more are not convinced	Build off the positive influence of the one who loves it. Probe others on their concerns. Check the power situation and be aware of who will ultimately be making the decision.
2. One buyer absolutely hates it (one or more others do not hate it)	Discover the reason for the discontent. Build off the positive influence of the one who loves it. Check the power situation and be aware of who will ultimately be making the decision.
3. One buyers looks to another to make the decision for the team	Sell the decision maker, but don't neglect the other buyer. Check the power situation and be aware of who will ultimately be making the decision.
4. Buyers start to talk to each other	If what they are talking about is related to your product, probably let them talk. If not, respectfully seek their attention.
5. Buyers argue strongly with each other	If what they are talking about is related to your product, probably let them talk. If not, respectfully seek their attention.
6. One buyer constantly interrupts or corrects another buyer	Try to discover social styles and adjust accordingly. You are not going to be able to resolve all of their communication difficulties, but do try to learn what all buyers want and think.
7. One buyer gets a cell phone call and takes it right there at the desk, the other continues to listen to the seller	If the phone call is a distraction, stop the presentation until the caller is finished. You may be able to politely interact with the other buyer during this time (especially if the remaining buyer hasn't been able to interject much. Check the power situation and be aware of who will ultimately be making the decision.

8. Buyers feed off each other emotionally (giggling)	Try to set a positive, professional tone for the meeting, but do let people have fun.
9. One buyer walks out of the room for some reason (go to the bathroom)	Depends on the power situation. You may need to stop the presentation until the buyer returns. You may also be able to interact with the other buyer during this time (especially if the remaining buyer hasn't been able to interject much.) May want to summarize what was discussed upon the person's return.
10. One buyer knows all about your type of product (the other is uninformed)	You don't want to bore the knowledgeable person with facts they already know, but you still need to inform the unknowledgeable person. This can be often be accomplished with handouts and summaries. Check the power situation and be aware of who will ultimately be making the decision.
11. One buyer doesn't feel good	Ask if the meeting should be rescheduled.
12. One buyer smells like a cat	Live with it.