



Advice

# Psychology

of Selling

## Helping the undecided customer to commit

Reframe their fear of making the wrong choice into certainty

This article was written exclusively for Retail Magazine News a magazine by the Canadian Gift & Tableware Association (CGTA). For additional interesting retail content, go to [www.cgta.org](http://www.cgta.org)



HOW MANY TIMES have you heard a customer say, “I love both of them. I just can’t decide which one to buy!” or “I don’t know if this is the right one” or “I think it will be what she wants, but I’m not really sure if she’ll *love* it!”

Often an undecided customer is trying to avoid making a mistake. What we perceive as indecision is actually mistake avoidance. With the right strategies, you

can reframe their fear of loss into a certainty of decision.

When a customer is genuinely in love with two similar products, the best solution is to step in, with a very decisive note in your voice, and instruct them on why x is the best choice. You *must* have authority in your voice and truly understand the customer’s likes and needs. The loss they’re trying to avoid is picking the wrong item,

and you can easily make them feel more comfortable by taking the lead.

The “I don’t know if this is the right one” case occurs when a customer isn’t convinced the item is the right one. It’s possible you haven’t fully understood her needs, so ask more questions, such as, “What are you not sure about?” and “Tell me more about what occasion this is for or the person who will be receiving it.” Use the information she provides to explain (hopefully) why the product you’ve suggested is a great choice. She’s trying to avoid a mistake and your best tactic is to get more information and present her with the best solution.

The third situation – “I’m not really sure if she’ll *love* it!” – is when a customer is afraid of what the recipient will think of the item. The loss will be that she won’t make the recipient happy. The best tactic in this situation is a combination of the aforementioned tactics. Ask questions to learn more about the recipient and then make a choice for the customer. This takes the pressure off them.

In all these situations, what the customer is saying is “Make the decision for me.” If you’ve taken the time to learn what their needs are and you’re knowledgeable about the products you sell, you can teach the undecided customer why your choice is the best one. ■

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