

# More On Advertising

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Keith Lubner, Chief Strategy Officer at Sales Gravy, gave us a strong sales reminder recently. He used a classic World War II story that basically says:

“Sometimes the scenario you create, or what is left unsaid, sends a stronger message than the words you actually do say.”

In a nutshell, the lesson is that by filling brief silences during a sales conversation, salespeople often run the risk of over-explaining or over-pitching. Filling in the blanks often results in talking over your prospect, or it introduces another question before the prospect has had a chance to answer the first question.

**REMEMBER THIS:** *Let Your Prospect Do The Talking.*

As salespeople, we must resist the urge to satisfy our own instinctive need to feel important by talking too much. We need to give our prospects the microphone to show them that they can trust and believe us. That we understand their problems. And that we prioritize their desire to be heard. Often, doing so requires a bit more silence from us salespeople than we are comfortable with.

Your message matters. What kind of message are you sending to your prospects? That you know it all, and that your input is more important than theirs? Or that you have real solutions for their problems, but you want to be sure that you are on the same page before offering those solutions?

And by the way, if you want to read the World War II story that led to this sales discussion, go to [salesgravy.com](http://salesgravy.com), and click on “What Salespeople Can Learn From American History”.