

How to gain commitment in your BD calls



Choose the option you are most comfortable with to gain commitment in your close. Remember you are trying to get the client to agree to work with you (because why wouldn't they) and your second question around the "why" means they are selling you back to themselves. Try and it - you'll be surprised what you hear!

And if they say no - probe into WHY its a no. This means you are overcoming any objections, moving the relationship on even further.

Option 1

Based on what we have talked about today – is there any reason why you

couldn't come to me next time you are hiring?

No not at all – great! What in particular makes you feel confident to use me?

Option 2

Would you feel comfortable in working together next time you are recruiting?

If they say yes – great – what have I said today that makes you feel comfortable enough...

Option 3

Will you come to me next time? OR even - Will you ring me first when you are next hiring?

If they say – yes – Great! Why will you?