

“Size Does Matter when it comes to selling.

For valuable insights into distinguishing between small and large sales, consider reading Neil Rackman’s best-selling book, ‘Spin Selling.’ Several years ago I was introduced to it and found it very useful when selling larger offers.

“Distinguishing Between Big and Small Sales”

[Rackman](#) emphasises the fundamental differences between a large sale and a big sale.

He believes each requires distinct closing techniques.

Recognising these differences can save you significant time and increase your chances of success when approaching prospects.

What Defines a Small Sale?

In ‘Spin Selling,’ Rackman shares an illustrative anecdote. While waiting for a connecting flight at an airport store, he spontaneously purchases a versatile Swiss Army knife for just \$15.

The time elapsed between recognising the need and making the purchase was mere seconds, highlighting a characteristic of small sales – swift transaction times.

Additionally, small sales typically involve minimal risk.

Rackman’s \$15 expenditure on the army knife presented minimal financial exposure.

Small sales often stem from impulsive decisions driven by emotional motives.

In Rackman’s case, practical necessity did not drive the purchase; it was an emotional impulse.

How Does a Large Sale Differ?

Now, consider a different scenario: meeting a prospective client who may potentially invest several thousand dollars in your company.

To secure such a substantial sale on the first call, you must exercise patience and anticipate a more extended sales process.

Large sales usually entail a longer transaction timeline, as the need develops over time.

To help you recognise the difference, here are some key indicators:

1. **Multiple Decision Makers:** In larger sales, there are typically more decision-makers involved. Be prepared to engage with a team of more than one decision-maker.
2. **In-Depth Problem Solving:** [Large sales require you to ask more specific questions](#) about the customer's problems and collaborate on finding comprehensive solutions.
3. **Rational Decision-Making:** The decision-making process for larger sales tends to be more rational and deliberative on the part of the customer or client.

Understanding the way your customers think, the impact of their decisions on their own career

Try this:

Create a list of your clients who have engaged in large-scale purchases, categorised by the size of the sale. Compare this list with the criteria outlined above.

Be open to [thinking differently and have patience](#).

Happy selling, everyone!

Mike

Have a great week selling your stuff.

Mike

PLUS: WHENEVER YOU'RE READY...Here are 4 ways I can help you make more sales in your business – big or small.

1. **Want to become a Sales Mindset Blueprint Member?** You get access to an exclusive coaching session with me and full access to my sales programme every month. Get the [deets](#) here.

2. **Try the new '7 Days to Sales Success' framework.** Make more sales in 7 days—the framework of everything you need to start making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. [Click here to learn](#) how to grow

your business by making more sales.

3. Join our private Facebook group - The Sales Mindset Inner Circle. Get all the latest up-to-date sales ideas. Every week, we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me [by clicking here](#)

4. Could you work with me one-on-one? If you're a small or large business owner or in professional services, you might have a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Please jump on a FREE 30-minute brainstorming call with me [by clicking here](#).