Investment/Commitment Exercise

In theory, everything we do as Sales Consultants should drive some type of investment/commitment from the prospect/client or else we have to question the relevancy of what we are doing. It is important to remember that easily won concessions on your part are rarely valued and almost always result in additional demands from your client/prospect. A client/prospect demand or request should always be 'balanced' with an equal and appropriate counter demand or request.

Demand/Request	**Counter Demand/Request**
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.