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words which are marked with * are explained in the glossary.

INTRODUCTION

I was screaming within my head. A silent scream none could witness but me! I remember I was lost, like there is no way out and that I have no other chance but giving up!

I consulted with any one I could. But pre-sales. Was. Just. Too. Hard! You would have to contact strangers, get them to be open minded, and route them towards the closest sales rep around to be sold. I was lost. When I decided that I was quitting, I had made up my mind. There was no way out of there. Until one night, I got a call, from a friend I met a year ago. He was in the recruitment business.

As soon as I picked up the phone. I knew why he is calling, but he gave me a possibility, which seemed too good to let go. He told me that I could go out to Los Angeles, and practice sales* over there together with the best of the planet. Of course, the deal was about recruitment. But it was made clear that I am under no obligation to dedicate myself if I don't want to.

For the time being, the idea was is to head out to Los Angeles and practice and apprentice there under the elite. The best of the best! I would have been a fool not to accept the offer. So I did. And that's where everything changed..

For the next 2 months, I was doing nothing else but learning from the top and observing the top. Thankfully, I had a good ability to do both. I'm a fast practical learner. What happened after these 2 months of learning? I simply found a path, a way to progress! I found a way to produce sales.

When I got back from LA, I was doing mainly the pre-selling of the prospects*. Kind of "like set the scene for the actual sales person to do his job". And within a few weeks I did my job sooo good, I drove people in masses to the sales offices! I was driving soo much traffic into the sales office that the sales people asked me to help and do sales myself.

At first it was challenging, and I was too afraid to speak about pricing and money. But quickly, extremely quickly I got into it! Given my apprenticeship of the last 2 months and my personal research I did into sales and the mind, I added 2 and 2 together to get results!

Within a few months, I was the best in the area.

Within half a year, I was the best in the whole continent!

So how did I do it? What did I do? What was the process I used to sell to hundreds of people within just a few months?

That is what I am going to let you in on right now. My go-to sales pattern, polished, based on the most successful sales professionals and influencers' methods!

However, before we go over the whole sales process, I want to let you in on a few things that are connected to it. It is VITAL to understand them before we go into the pattern! Note that I built this manual to increase one's understanding step by step, until the peak is reached!

This is a book about how to achieve effective sales in your business. This booklet WILL NOT cover everything that is there about sales. It is focused on the basics – the unchangeable facts and methods that you need to succeed in sales.

The main aim of this sales manual is to establish a deeper, more sophisticated understanding about advanced sales techniques and philosophy. Now, I am not saying there aren't any advanced sales techniques in here, there are. But this booklet is for a general understanding. An effective route to sell most of your prospects!

All of the most advanced techniques are built on a foundation of solid fundamentals and basics. These fundamentals are at least as vital of a subject as the top tier techniques. After all, even an otherwise sturdy building crumbles if the ground under it is not stable enough.

If you are a beginner, then I would like to welcome you to this book.

If you already have some experience or consider yourself a professional, and you are only here to have a good read or see more viewpoints, then take a nice cup of tea (or a drink of your choosing) and enjoy. I hope that I will still be able to show you something new. I'm going to cover the successful actions that got me awards and titles from the organization I was working with:

**My carefully kept secrets! That I previously kept
within a small group of trusted comrades.
My story! Of how I became an expert closer within a year,
with no prior experience?**

I know that there are people out there who have big ambitions, like me. And I had to research, study and train day and night to actually make it. It was not easy. I will try to do everything in my power to make it easier for you! I am a sales person for then a few years now, with over 150 life improvement courses and 300 self-help books sold in the first year alone! I have had more than a thousand interviews. Each and every one of them were cold! Cold as the ice you get out from the freezer. Right now I'm working on higher value sales actions, and as a hobby I am recruiting members to a quality business club.

I solemnly believe that knowledge has to be shared! If you bought this book because of the cover and summary, then, like I was once, you are ready to start from zero. If you bought the book because I asked you to, or because you know me, then first of all, thank you. Read it and you will find out which section made you do it. Let me know, I am curious about the answers that I am going to get from you!

Read this book carefully, chew through the data, and apply what you learn. This way, you and I can really make it together! I am just happy if I can help you with this.

And I will be even happier if you use those data covered in this book to get good quality products out there and make your customers happy!

You see, by the end of this book, you will be a beast! No, not literally. But in the sense of dealing with people and closing them on ideas and purchases! If you need somebody with you to help you and be there with you on the exercises, that is okay.

But eventually try to do them alone, as that's where you will really rise above your limits and become a superhuman in social and sales interactions! I have done those exercises and more. This is the thing that will help you!

Inside this book there are practical assignments, it is important you do them. This book isn't written just to serve curiosity, but aims to improve your actual practical ability to sell!

Just by doing the exercises repeatedly, you will acquire a skill that very few can say they acquired. Make sure to keep the written assignments you do. It will be a good way for you to monitor your progress and to keep track of what you learned.

The assignments can be done over and over again, if in the future you feel something wasn't perfected as much as you wanted it. Or if you feel you got rusty over time by not using the data learned. Just give yourself a quick refresher and get back to making your impact on the world!

This booklet is not the manual of what to say word by word! It's a manual for you to see a successful pattern to get you started in sales. It's important that you make it your own!

Sales is after all not about repeating words like a machine, it's about you being there, assisting your prospect to get solutions for their problems*. So be you, say what you would say, I will just give you the outlines, and within those outlines you will be the one who achieves success!

Why will this booklet work for you? Because it worked for me! My philosophy is to, "do the things that work". I have done just that. Very simple. In this booklet, I will let you know what worked for me,

what kind of tools I used that I had put together after completing over 1.000 interviews.

And it will be just fine for you too my friend. That is being said with the assumption that you can have conversations, your speech is clear, you shower every day or two and people think you can be friendly when you want to.

I have one last thing to share with you who are new here. Many people associate selling with being manipulative. It is a wrong association!

People with ill intentions* manipulate others for wicked purposes, to gain personal advantages by using the weak points of the people around them and this involves influencing emotions, lying, operating in the dark, away from sight, pulling strings of events and people, all to get a harmful plan into action.

Sales, is emotional which is true, and it involves control also true. But the whole reason for it, is to get your customer the product he/she needs and deserves.

Therefore, your company can operate, and continue helping others with its products and keep paying its employees. It is done for the greatest good. If you might still have doubts about sales, which is totally understandable, than take a look at this example.

Example

A girl came into my office one day, who was dealing with depression, a family feud and drugs all at once! I had just what she needed!

I had the item to sell to her that she could use to remedy those conditions! It was a very powerful life improvement course, which came with its very own self-help book.

This course is one of the most effective, life-changing courses I know of! So I had an interview with her. I knew this is what she needed! But she didn't wanted to buy and enroll on the course.

I had to use different sales techniques that are mentioned in this book, until she signed up! And she did! And you know what? I have not even one bit of shame or guilt in me for influencing her decision. I don't, as when she finished she was in tears of joy and LITERALLY THANKING ME for SAVING HER LIFE.

Fast-forward 2 months, she handled her family feud, she is on her way to become drug free, and she got her dream job with horses that she really wanted since she was a little girl!

All that thanks to what she learned on that course! It wouldn't have been possible if I had failed to insist on selling to her no matter what!

WHAT IT TAKES TO BE A GOOD SALESPERSON?

It takes courage! It takes persistence and willingness! One must be able to step over failures and keep on doing it until success is achieved!

Let's take courage first. If you lack it, you will not be able to do what the industry might demand from you. Many employers will demand that you ruthlessly and relentlessly contact potential buyers either through the phone or through personal contact.

Gents, if you had never walked up to a girl before, or if you had, and failed and decided never to do it again, Sales will eat you up! Ladies, if you have never been on a first date without make-up, or you had, but decided you will never be able to go through this “awkwardness” ever again, the industry will eat you up all the same!

A good salesperson has to be able to rise through the social barriers and the awkward situations that might come with the interactions of strangers, mothers-in-law or just the weirdo from next door. That is what empowers a salesperson!

That is the skill one needs to have in order to succeed throughout all odds! Now I'm not saying to go out naked and dance in the middle of a shopping mall.

What I'm saying is that you need to master the skills of being able to experience situations and being in control of situations that other, every day people refuse to! Be able to ask for payment and money. Tell some stranger to hand over his credit card. Start a conversation with a total stranger without hesitation. State that you are selling.

What I used to do for fun is creating awkward situations for fun with people. And observed how they reacted to it. More often than not, they went into this “I don't know how to react now” state. That is when I knew that “I” got the control. I had the upper hand*. At this moment, the “victim” went with the first suggestion or “escape” option that was possible to grab. This works great when I am asking someone out for a date!

To save the situation, the “victim” jumps to the next possible subject she can react to. And that she can only do it, if she is in agreement with me, otherwise she makes it even more awkward.

People are just not taught or programmed to react to certain situations, and that's that. When somebody can't react to something, you react, by that, assuming the leader's role, and that somebody will follow. Confidence and determination are qualities people admire.

Example

This is how it went in the past. She and I were walking to the station. This wasn't the first time we'd done that, but this was the first time we were alone. We had just ended a conversation, and there was silence all over. You know, the longer type of silence. The awkward one. The girl just wasn't the type that would go on and on, she was more the shy silent type.

long, 10 second silence

Me: “So... Nice talking!”

Girl: “Ahhahah” *can't respond with a good answer*

Me: “Let's do this again sometimes, like next week same time?”

Girl: “hehe, yeah...” *she still can't react*

Me: “Or... go on a date with me tomorrow and repeat it there!”

Girl: “Haha, oh.. okay”

Me: “GOOD! It's a deal then! See you tomorrow” *confidently smiling*

Good humor is of course present to ease the tension. Once you make fun of the situation, it becomes less serious.

My bragging aside, you have to get the “no shame” state out of you! You do that by getting rid of thoughts that are stopping you, and getting those experiences that you can bring with yourself proudly everywhere you go!

Exercise

This next exercise will need some actual actions to do. It will take some willpower. I tried building it up in gradients, so one improves his/her ability to contact and face situations gradually.

There is no limit of how high it can go, there is always more exercises one can think of! For now we will build yours up to the level that you will likely use as a salesperson. Remember, if the exercise feels uncomfortable, than you are doing the right thing. It won't be uncomfortable after you do it a couple of times. It's like jumping into the swimming pool from a stand.

You start with the lowest, all fine. Then you jump from one higher, a bit uncomfortable, a bit “shaky” in the legs. You do it a few times, and then it's fine again. So you go to the next higher, even more uncomfortable! You do it a few times, and it feels “secure” and “safe” as well. Following? This is how one fights his fears. By “going” through these exercises. By “facing” it. By taking “action”, again and again until it doesn't have a negative effect anymore. Doing this exercise, you don't have to go over to everyone. But eventually also try people who you feel uncomfortable with.

“Keep track of your attempts, failures and successes!”

- Go out and take a walk, say “hello” and “hi” to people. Do this until it feels like something you can do easily. You will find out that not everybody will respond, that's okay. Just continue.
- Go out and take a walk at a shopping district. Find people that are working in stores. Approach them, greet them and ask directions to find something. Do this until it feels like something you can do easily. Try not saying “sorry” and “excuse me” as the beginning of your sentence.
- Go out and take a walk. Find people that are also walking, approach them and ask for help to find something. Do this until it feels like something you can do easily.
- Take a clipboard, write up a few questions, that asks people's opinions about a subject.
- Go out to the streets or to a coffee shop or a library. Approach people and ask them to answer your questions. When they ask what it is for, make up something. “Personal research” or “School project” or “Survey for the Makendhype company”.

While asking them the questions and writing down their answers, try and freestyle talk* to them about the survey, their answers, or them. Do this until it feels like something you can do easily.

Now do the same, but this time without clipboard, pen and paper. Do this until it feels like something you can do easily. You can still say you are doing a survey, just a verbal one. Go out, take a walk, and try to strike up random conversations with people. Find something you like about them, their style, dressing or appearance, or about something they are doing as of that moment. And comment on that. From there, just be an active conversation partner who is also very interested (try not to be suspiciously interested). Do this until it feels like something you can do easily, naturally.

Now do the same, but this time try to direct the conversation, and try finding something that the person is lacking in his life or wants to improve or has a huge issue with. Make it personal! Do this until it feels like something you can do easily.

Give 2 scores for yourself from before the exercise, compared to after the exercise. Be honest here. From 1 to 10, how brave were/are you? How good were/are you at controlling a conversation? How effective were/are you at overcoming awkwardness? Congratulations!

before after

Now you are able to cold contact and make a personal conversation! As a last assignment, write down how many times you actually succeeded in getting people into conversations that consisted of more than 1-2 words or sentences. From how many attempts? What were the negative reactions, what was said and done by the prospect? Keep this, you will use it later.

attempts conversations

As you might have seen from this exercise... It takes persistence and willingness! A bit about persistence and willingness. No really successful person became successful or rich overnight. The ones whose “dreams come true overnight” are not stable. They do not know what it actually takes to get there, as they, by pure luck, got there in no time. They are not prepared. They don't know what to do or not to do, because of the lack of experience. Thus, their position is unstable, and they will fall back to the deep darkness of mediocrity.

I heard of many lottery winners, that got rich overnight, and because they did not know how to stay there, they, within a few years, fell back to their starting position. Statistically one in every three lottery winners. On the other hand, Bill Gates, Steve Jobs, Elon Musk, Mark Zuckerberg, the famous Edison and countless many more had failures all the way through until they actually made it.

Now see, THAT is what it takes to make it. A bunch of “no”, a bunch of “failures” a bunch of “mistakes” a bunch of “refusals”! So you can actually learn from those experiences. So you know what to do, and even better what NOT TO DO (again)! Moreover, adjust your operation, the way you do things, your philosophy and actions until that pattern you do in life and work, actually WORKS and puts you into a position that others only dream of at night! My friend that is how you get success:

“Keeping the things that work, and dropping the things that don't.”

Or with other words

“Repeating successful actions while weeding out* any and every unsuccessful one.”

If you keep on doing the same thing that you are doing, then DON'T expect a different result from the same actions! You have to change an action or try a new way or do it better when you fail!

Example

Oliver keeps on burning his steak. Today it was the 5th time he burned his steak in a row, since he bought his new stove. Oliver really wants to change this, as nobody likes “very very very well done “steak. Right? But Oliver does the same thing that he got used to. Season the steak, pour oil, turn on the stove to the max, and roast the steak for 3 minutes. Yes, but Oliver doesn't realize, that the new stove he has is a new generation model, and it is much hotter on the maximum setting. Oliver omits to spot it! He doesn't lowers the heat on the stove! That is as Einstein said: “stupidity”.

Example

Julia bankrupts her 3rd company. She isn't the brightest, and she is not really good with economics. But it's really in her to make a successful company! You see, she really wants a successful company. And she says “This time I'll make it!” She goes and tries again. Does the same exact things. Gets into the same exact financial situations. She has to close her business. In the end, Julia asks herself “How did I fail again?” End of story.

From this you can really learn a thing or two!

Another thing that is vital for a salesperson is COMMUNICATION and CONTROL. One must be able to communicate his/her ideas well

and effectively, one must be able to control people. By control, we mean positive control here, the type of control that helps people.

Positive control on others means directing the person towards goals that are in essence, good. Doing this properly, one thing at a time, with supervision and help if it's needed. Control, when used, HAS to help the person. If control is exerted on an individual without actual intention and result of helping him/her, will be met with a bad attitude and negative feedback.

Example

Joe really wants a new watch but has been hesitant on the decision to buy because of the fear of maybe not wanting it after he gets it. It's not really a logical computation if you really look at it. He needs to know what time it is at any given moment. He is a busy businessman you see. So Elisabeth, his wife, one day has enough of his suspense, and drags him to the store. She tells him to buy the one he needs or think he needs. Elisabeth won't let Joe leave until he decides on it, but Joe is overwhelmed on the variety.

Elisabeth says: “We are not leaving till you find something you will have! You like green, right?”

Joe replies: “Yes, great color!”

Elisabeth: “Okay, this one over here is green and even the brand is Rolex. Same brand as your father had. We are taking this one!”

Joe goes: “Okay I guess, I needed something to remind me of him anyway.”

Elisabeth: “Honey, give me your card please”

Do you see how Joe was pushed and supported to make the long-needed purchase? How it was with the intention to help? How he was given one-step at a time? Go to the store, done. Choose a watch, done. Pay for it, done. Was Joe angry at the end? Of course not! He received positive control!

About communication. If you do not communicate, how would people know that you have something to sell to them? How would somebody change his or her own opinion on your product if you

don't exchange thoughts and viewpoints on it? Communication is not just talking. Communication has to achieve an effect on the receiver's side. It has to CHANGE something in the receiver's mind.

That is effective communication. You have to do it effectively, and that means it must start with intention from your side, and has to grab attention from the receiver's side! And when the roles are shifted (like in any normal conversation) and the receiver is the sender now, obviously you have to pay attention!

Example

Billy is a shy person. This means he is not communicating very well. That is because he is quiet, and doesn't face his targets for his communication. When he sees his crush Erica, he can barely look at her when speaking. It is hard to hear (receive) his communication. In addition, Erica needs to give EXTRA attention* to him, to actually hear what he wants to say. Right? And one day, Billy, out of peer pressure from his friends, walks up to Erica to ask her out. He is shaking. He is facing the ground. The wind is blowing hard.

They are at a bus stop, waiting for the bus. He says "Eric... Erica..." Erica is way too busy in a text conversation on her phone, so she didn't even receive what Billy said to her. "Listen... I want to take you out..." Erica laughs at a joke she just read, she says "Haha, no way!" Billy goes even more shy, thinking she is laughing at him. Billy goes even more quietly "So that's your answer?" Erica finally catches bits and pieces of Billy's communication and asks, "What is it that you want?" Billy now in the state of total failure and misunderstanding "He" replies with "Nothing anymore..."



That didn't go too well, did it? Did he really say things with intention? Did he made sure that Erica is paying attention? Did Billy clear out of the way every obstacles (texting and wind) that could have been a distraction? Of course not! If the person is distracted, either physically or mentally, he/she isn't in the sales interview!!!

Distraction can be anything that takes attention away! Maybe the wind, maybe loud music that is playing in the background or just the shortage of time to talk! Maybe it's the fear of getting into an argument with a family member once getting home.

The thing is, is that YOU NEED TO GET THE PROSPECT THERE IN FRONT OF YOU! Not just physically, but also mentally! This might take physical actions from you, or maybe just a conversation about the issue at hand, so the person can feel comfortable again, and pay attention to you. Did you ever try talking to someone that was busy with his/her thoughts, or who was in the middle of something?

Example

You: "Let's talk about that project that I mentioned to you earlier!"

Friend: "Aha..."

You: "So on a scale of 1 to 10 how much do you like it?"

Friend: "Yes..."

You: "Because I can start it already tonight"

Friend: "Sounds good..."

You: "Are you even listening?!"

Friend: "Sorry, what?"

Exercise

Write down 10 different sources that could be a distraction during a sales interview.

Now write for each of them something you can do right there in order to handle and clear them out of the way.

Distractions

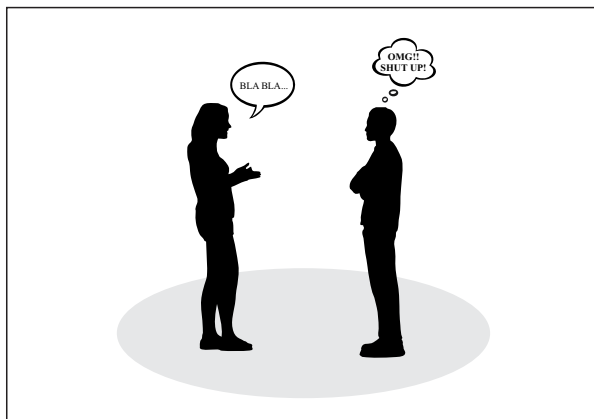
Handlings

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This will be your very own self-made manual for handling distractions! On the other hand, I'm sure you've met someone who could not stop talking. He was overwhelming! His mouth was pouring words like rain from a tropical thunderstorm! That is not communication, as it is obsessive, and goes only one direction! This person isn't actually "there" to speak with you.

He uses a "mental radio", which is just playing its own songs by itself, and cannot receive any feedback. It makes you feel uncomfortable, feel like you are unwanted, and want to run away as far as possible.

That is why there should be an equal amount of communication coming and going. Equal amount of answers and questions. At least they have to be in a good ratio. The maximum difference that I would allow myself is 2/3 outgoing, and 1/3 incoming communication.



Or 1/3 outgoing and 2/3 incoming communication. Either way, I think you understand.

From this, we see that communication has to be effective with intention, but not overwhelming, and has to be equally going out, and coming in. Balance is a key if you want people to be interested in talking with you. Don't just be the radio. Alternatively, don't just be the microphone who listens all the time and has no feedback or opinion!

Furthermore, for communication to be effective, one must give communication with emotion and on the basis of agreement*. Without agreement, to base a communication on, there won't be a true understanding. To put it more simply, “speak in your prospect's mood and language”.

People understand themselves, all you have to do is match their emotional level (enthusiasm, interest, conservatism, boredom, anger, fear, sadness, apathy), and use their words and their concepts (that is “their language”).

Emotion they can match, language, metaphors, examples, and concepts they can relate to or think with. Don't go around and talk atheism to a religious person, it won't be well received.

Don't go around and talk about sports to a science teacher, it won't be well received.

Don't go around and talk about George's life and achievements to people that might not be in the best standing with George. DO go around and speak about the good sides of life to happy people. Do go around and talk about Rap legends to hip-hop fans.

Do go around and talk about pizza to Italians (but not the Hawaiian pizza). Do go around and speak about your good moments to your friends and allies. Find the common ground! Find their interests, likes and dislikes. Communicate based on that.

Example

The teacher goes on and on about gravity. Speaking about data, data and data. Slowly but surely the class is falling asleep. All the class understands from this that gravity has to do a lot about data they can't see, picture or imagine. They lack a sort of... reality.

As soon as the teacher spots this, she takes up a book, lifts it up in the air, and drops it as a demonstration. The class suddenly is able to connect all the data to something they just saw/experienced. They RELATE it! Now everybody is "up to date" about the lesson!

All the teacher did, was using an agreement on experiences (people agree with their experiences, they know that they experienced it. And they more often than not accept their experiences, otherwise they would not be able to remember them, and would try to disown them.) This way her "communication" went through to them! What people agree with, will be the things that are "true" to them.

"Details help!"

Bit too high of a philosophy? Here is another example for agreement.

Example

I once tried to explain to somebody how success works. And the thought was that the more you try, the more chance you have to succeed, therefore success takes work in high quantity. To really get this thought to my friend, I told him a story.

I told him how any of my week looks like. I told him I contact 50 people, so 20 of them will listen to my quick speech, so 5 of them sits down with me for an interview so 1 person will decide to buy from me! And I was detailing this story really well. The more he “saw” it with his mental eyes, the better he related to my communication, the better he accepted it.

NOW LET’S LOOK AT THE EMOTION

Example

Elisabeth is a very sad person. She goes out on a date, and the date is a generally aggressive, authoritarian person. As the date goes on, they realize “they don't match”. Anytime Elisabeth speaks, irritates the date. Anytime the date speaks, Elisabeth becomes a bit frightened, and sadder all the while.

Elisabeth realizes that her “sad” self is not really matching the date’s emotion level. So she changes subjects from “bad things happening” to “politicians that shouldn't be in a high position”. She also changes her “tone” of speaking.

Suddenly see’s that the date became very interested and invested in the conversation.

You see?

WHY SELLING?

There are plenty of good products out there. But that by itself is not enough! If it were enough, all you would need to do to be financially viable is have a good quality product, make people see it, and they will buy it. You would assume that the good product sells itself. But people don't buy just like that.

And products don't just sell themselves. That is why we have salespeople. Salespeople are the frontier of any company out there that wants to succeed.

That wants to expand. Salespeople bring traffic to the store. They recruit for your organization. They handle* angry customers. They fundraise money for your charity. They do your PR. I am sure that as you are reading this, you can think of some gifted individuals that fits the description.

Some are naturally born salespeople. Some have to consciously learn and train for it. However, it's possible to make anybody into a talented and charismatic superstar!

You see the company or organization lives or dies because of these people, or the lack of them. Without salespeople, there are no deals made, there are no negotiations, there is no expansion. Salespeople exchanges the products of the company with the customer.

Example

Let's say there is a perfect company that makes the best products out there in the world. Let's say the company is making batteries for phones that don't lose capacity over time. That is a great product! We all know how annoying those batteries are after a couple of months that suddenly makes your phone shut down while it's on 35%.

But if the company doesn't make this known, and doesn't handle the buyers' sales resistance*, the company won't make any money on it. Not even a single penny. And eventually it will have to close down.

Now let's assume the company sees the direction where it's headed. Plenty of products, no traffic, loss of funds. The company hires just one salesperson to test out this theory. That salesperson spends the next couple of days making cold calls, and getting familiar with the products and the target audience. After a week and a half, he made his first sale! One package of batteries sold! Then he does the second. The third. The fourth. Just within days. By the end of the month, the company is busy delivering the batteries. Now word of mouth starts to happen.

Positive user-experience. People start buying even without the salesperson cold calling them, in fact, they are calling in! People are curious about this great product! The cold calls turn hot! Really HOT! And the salesperson has a way easier job now, and the company oversold itself. Now the company has to hire new staff, get a bigger manufacturing space and improve its production line!

That is what a good, well-trained and talented salesperson can do!

Fun Fact

The best sales method is “good word of mouth”. That means when a product, person or company has a good reputation and people talk about it to their friends, family and each other. If a prospect gets a recommendation for a product from a friend, somebody he likes and trusts, it will make the recommendation liked and trusted as well. Just simply because it comes from “that” source.

This is why it's important to ask your customers to recommend it to people they know! Or to ask your customers, “Who else do you know that could benefit from this service/product, like you did?” When you contact that lead (if the recommender won't), you mention the recommender's name and your relation to him/her, and you immediately got a head start! Unless the lead* is in a bad relation with the recommender, than you just got into a race with a missing leg my friend. Always do your research first when you can!

Exercise

Write down 10 people that have bought from you in the past and have a positive review of your products. If you don't know what they think about your product, call and ask them in a friendly way.

If you have not sold before, than write down 10 people that like you and think of you positively for whatever reasons.

Ask those people to recommend your product to 1-3 people. Or recommend your company. Or introduce you to someone they think you should meet.

Got referrals?

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SELL IT TO YOURSELF FIRST!

Before you can sell anything to anybody, you have to sell the item to yourself. If you don't want to buy your own product, why should they? Faking comes across to people, they know it! Never, never sell something that you don't fully believe in!

That you wouldn't put your neck out for! If you have a sales job, where you are selling something you personally wouldn't buy, drop it! Quit your job and find something you would proudly stand for! Otherwise, it will make you feel that you are cheating on the people you sell to. And there is no bigger evil than bad feelings that are coming from you! It will destroy your morale. It won't do any good for you to do something you don't feel that it's right to do.

You need to stand by a product where you know why it's good for the consumer, and you know, deep in your heart that it is worthy of selling. Selling is after all... Giving some type of value for the customer's money. If you don't have true value to give, you will feel, if not immediately, then eventually, that you are a fraud.

After that cognition*, it's a highway hell.

Exercise

Write down who your product helps. Also, write down why it helps them. When you have done that, write down how it helps them. If you have used your product, write down the same but for yourself now. If you aren't in sales yet, then you can do this for yourself. After all, you have to sell yourself as well!

If you couldn't write anything positive. Then write an e-mail to your boss that you are changing your workplace to a company that actually gives some value to people.

Who it helps

Why it helps

How it helps

WHY PEOPLE BUY?

PEOPLE BUY SOLUTIONS. That is the ONLY reason they buy something. That is what YOU have to offer them. A solution to a problem. Now the problem can be real, or imaginary, and so the solution can be real or imaginary. Doesn't matter.

They essentially buy solutions for problems. The problem is real for the person, even if it isn't a "real" problem. And your job is to find this, or find something that you can make real for him. Once you have the problem, get the person to see that the solution you offer is the best answer.

Example

George a bald veteran, with a missing arm. This might not be a problem to him, so he won't buy a prosthetic arm from any salesperson. All the while, in his opinion the problem is that he is bald, and that is a problem, because in his opinion it stops him from dating women.

Therefore, as soon as somebody offers him a hair-re-growth cream, he is going to jump on it! Haha, you see?! He is going to buy it, as he isn't too good with women, and in his mind, it's because he is bald. So growing back his hair, will give him a solution to his problem of being bald, and that comes from this other problem of being bad with women. That is his motivation. That is what HE WANTS and NEEDS. WOMEN!

But let's say, you don't sell this magic hair re-growth cream, but you sell prosthetic arms. Now your job, is to find out his reason to buy. And there is an arm missing. So what you could do, is to communicate to him about his arm, and make him see how a missing arm can be an issue in dating. Maybe one of his issues with a missing arm will be that he can't do pull ups. Maybe you could make him see that women like men that are... whole. With two arms.

Nevertheless, the trick here is to communicate. Communicate until you locate the correct reason for him to buy that he sees and agrees with as well!

There is a law in application here that says: The more one communicates about a subject, the more apparent and real it will become for him/her. Communication has this quality where it raises the awareness of the subject that's being communicated about! Puts attention on it! Communication is directing attention.

Example

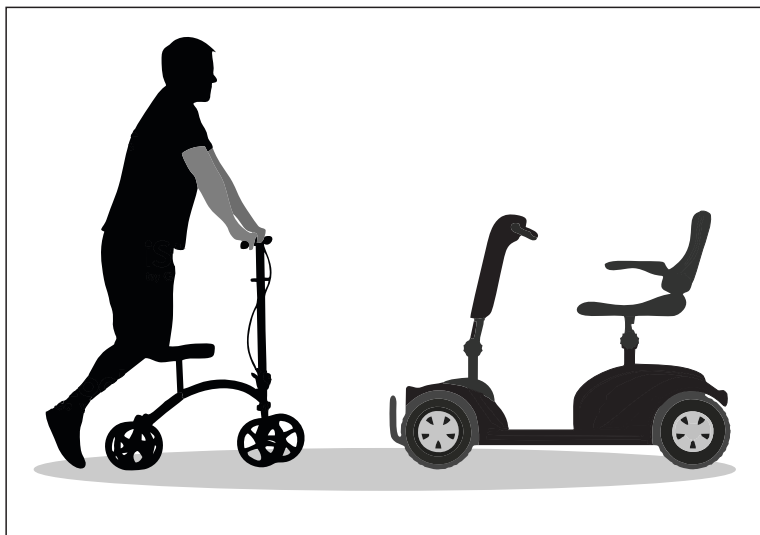
Think about football, or a specific life style, or diet. For example, I had to hear about Keto diet for 6 months, people telling me how good it is. That wasn't enough communication about it, so I completely refused to even think about having a Keto diet.

After all, I didn't even knew what it was, I had in my mind that it's a fanatic worshipping of a doctor and his food choices. You see? It was not something realistic for me! It was a distant misty thought! Then my brother sat down with me and told me the theory behind it, and how it works, and who invented it. I asked some questions, he answered them to my satisfaction.

And now here I am actually thinking “

This Keto thing is actually something I should do!”

The more we communicated about it, the more aware I became, the more I reached for it!



Exercise

- Find something that is not really realistic or apparent for you. It can be a thought, a philosophy, subject, concept or even a company, business-opportunity or idea.
 - Write down what you clearly or not clearly see about it!
What you know or think about it!
Is it understandable to agree with, like or want that item? Or not?
 - Research the subject or talk about it with someone who knows more about it.
 - Do this until you have a clear picture of it! Compare your understanding, approval and “concept” and “clearness” of the subject from what you wrote down, to how it is now.
-
-

Do you see now how some people might change attitude, become interested or even want to do or get something once they get more knowledge about it? That is done by communication about or with it.

SALES PROCESS

You have to have a sales process to be successful. A sales process is something that you use the same way repeatedly with different prospects. The trick is that it needs to be applicable to every and any context. It is important for it to be simple, see through and effective. A sales process is a step-by-step journey you go through with the prospect until the close* happens.

It is a great tool to navigate, because, if done right, each step will tell you what and how the prospect will react to certain actions. Each step has to be executed, in order for the next one to open for the prospect to enter.

The sales process is going to move your prospect to the next step, and to the next, and the next until you get a deal. You have to be well trained and practiced on your sales process, so you always know what to do, and where the prospect is in the process at any given time.

Done right, you will have high a very high success rate.

My go to sales pattern is the following:

- Rapport
- Handle
- Problem (Effect, Worsening, Change)
- Market
- Selling
- Closing

Example

Mark, who is a highly trained salesman in the high-end tech company of... let's say Gyrotekh, is on the way to show up at the prospect's office to sell him an upgraded system for his company. We should call the prospect Robert. Mark had sent an email to Robert earlier this week, and they agreed to meet at Robert's office. The first thing our Mark does when he arrives is a greeting and handshake with a friendly smile.

Robert offers a coffee which Mark gladly accepts. Mark after this, starts a personal conversation about something he and Robert might have an agreement on. Weather, work or just how the office of Robert is designed.

When they have some conversation going, and Mark observes about Robert that he is getting more and more relaxed. Mark asks Robert if he ever heard of Gyrotekh, and what he heard. Robert has no idea. Mark continues with an introduction of his company, and what it does, and why he is meeting Robert.

Mark asks about Robert's current system, while carefully watching for signs from Robert. Anything that might show dissatisfaction, or something that is missing for Robert in his system, something where Robert's eyes start shining. Showing a want or need for something.

Robert confesses eventually that he is pleased with the current system but it's too slow to keep up with the speed of administration. Mark, acknowledges Robert, stating that he understands him. Mark asks how long the problem has been going on. Robert replies. Mark follows up, by asking Robert how does this slowness shows itself in the company's production, what kind of bad effects does it create. Robert replies that they are losing money on the system.

Mark asks once more, if this slowness doesn't get solved, how much profit Robert's company is going to miss out on within the next 6 months. Mark asks, what will happen if the system dies and gives up. Robert is truly picturing the situation now. Mark puts attention on the need for changing this issue. Robert agrees.

Robert now wants to improve on this condition. Mark, now, and only now that he understands the full problem, and is sure that Robert does too, explains the product he is offering, for what price, and how it functions and how it benefits Robert. Robert patiently listening to the sales pitch.

Now, Mark asks Robert to picture his company with a well running fast system, asks him to speak about it, explain his "ideal world" as regards to his company and system. The more Robert speaks about it the more he is getting hyped up! Mark now takes out a document and asks, any reason not to start with the

installation. Robert is pulled back to reality, suddenly he has numbers and dollar signs running through his brain.

The first instant reaction Robert gets is a “can't do that” thought. Robert tells Mark that it might be too expensive for his company to install Gyrotekh's system. Mark confidently lets Robert know that he heard and understood the concern. And that Robert is right about it, the system is expensive, but it is the investment Robert needs. A quality system that won't break down, that supports production, and therefore returns its price within months! The price represents the quality. Robert is silent, thinking.

Mark asks how Robert feels about this deal. Robert says he thinks it might be a good idea, but if it's possible he would wait a day or two to think it over. Mark tells Robert that he is a smart man, and he knows that every second he waits, he is losing money. Mark takes another look at Robert's signs, they seem pretty good now. Mark puts the contract on the table with a pen and asks Robert if he wants the system installed already tonight or somewhere tomorrow. Robert signs, saying he prefers tomorrow. There is the close!

This is how the sales process work. There are of course many different varieties. This was one way it can go down. You want to sell like Mark? Let's take a deeper more in-depth look at the sales process, step by step.

RAPPORT BUILDING

What does it mean to Build Rapport? Get "in" rapport! To contact! It simply means to get the person to talk to you! Get the person's attention on you so you can talk to him! Once that is done, you have to build a personal connection. In sales, this is what we mean when we say, "build rapport*!"

Before you try to sell something, you have to have some friendship going on! I mean, have you ever had someone coming to you just simply asking you to buy something? If yes, how well did it go for the poor fellow?

You probably went like "Who is this guy?", and "Why would I buy something from this unknown person?"

On the other hand, let's say you have a friend who sells cars and you happened to be looking for a car. Would you just buy from a random car dealer, or would you call up your friend to help you?

You see, that is why we build trust and friendship first!



You do that by actually being interested in the person! And identifying with the prospect as much as possible. Find similarities! People like people that are like them. Alike! The emphasis over here is LIKE=ALIKE or ALIKE=LIKE. Find things that both of you agree on, and you will see the prospect being open for further discussion, and dropping some if not all the sales resistance.

Example

Thomas meets Brian at a grill party organized by a common friend. Thomas wears gold chains, and Brian is a big hip-hop fan. The first thing Brian asks from Thomas is “Are you a rapper?” And Thomas explain to Brian that he isn't, but he loves the music, and that's why the style. There is a common interest there. And agreement that hip-hop is cool. Next thing you know is they talk all evening about Kanye West and Eminem and concerts they have been to.

Example

You are coming back from shopping, and see someone on the train with a shopping bag from one of your favorite store. You ask “Excuse me.. But were you just on X avenue, in the Y store?” and the person replies with “Yes, why do you ask?” and BOOM! You got an open conversation going based on a brand only. And from this you two evolve into talking about sport, and work and life. Next thing you know, the two of you have exchanged numbers and planned a meet up for a coffee during the weekend. All it took is a similar like, interest.

Sometimes it is the opposite, and all the agreement you need with the prospect is a similar dislike. You have seen people randomly start talking with each other about something they like in common, while being strangers. But I bet you, you haven't seen a more passionate conversation between two strangers that is based on a common dislike!

Example

When there is a peaceful demonstration you see a few people coming together as soon as there is a riot or something more aggressive. People are plenty!?

So this rapport step can be a quick 10 seconds, or 15 minutes as well. It depends on the context. If you are on the phone, you have to be quick with this, otherwise the person is going to get very... VERY suspicious.

If it's in a café or office, you can take longer on this step to really warm up the mood and get the person to see that you are not just a Mr. Smith agent, but a human being like him, that he shares things in common. Someone who he can trust, like himself. The more common things, the better. If you disagree with the prospect on something, don't give it attention, instead steer the attention to something that you both can agree on.

Exercise

- You should do this on your target audience, or past prospects or friends as well. Write a list of 5 people that you have interacted with recently.
- Find and write down next to each, 5 things you were in agreement about, or could have been.
- Write down how you should have, or would communicate your agreement, compliment, or interest on those things.
- Find and write down next to each, 5 things you didn't agree on with the person, or probably wouldn't have.
- Write down how you should have, or would have avoided communicating your disagreement, invalidation* or disinterest on those things.
- Based on those examples, try and get in communication with them and execute the plan. If you can't reach them, find someone to try this on.
- Write down their reactions after the interaction, and what you have observed yourself! Were they more open or more distant?

Their reactions and my observations: _____

HANDLE

This is where you bring up what your plan is. To sell, to make business. It is a crucial step, and many fail at this. MANY OMIT to state their intention! Therefore, when the salesperson brings up his intention at the end of a conversation, the prospect immediately builds an invisible wall that is more solid than the safe walls of a Swiss bank. “Why”, you ask?

It's because the salesperson gave the wrong impression. The prospect got the impression of, “A nice person just wants to have a chit-chat about life and my problems”. And the salesperson suddenly brings up a product and a price to it. And the prospect gets thrown off!!! Gets betrayed! He/she opened up, and now the salesperson is using the data gotten through a personal conversation to sell! It's a change too fast, too steep! Manage the prospect's expectations regarding the intention of the interview.

So make sure that you let the prospect know of what will come, and that puts the prospect into the “Handle” part of the sales process. Sometimes there is nothing to “handle” and the person is open and willing and interested to continue.

In this case, move to the next step. But sometimes there is antagonism, or a bit of tension, or something similar. It might show as something unexpressed, and you only feel the negative energy flows from the prospect. I know it sounds supernatural, but it is so solidly there that you could almost touch it! Sometimes the prospect just turns into a defensive position and attitude, feels almost like the prospect is saying:

“Come at me and I will show you! I show you real good now! I won't buy. You have to kill me first to sell to me! ONLY OVER MY DEAD BODY!” Hehehehe. But it's true! Any experienced sales person would testify to this.

You don't have to be very straight with your intention. But you have to let the prospect know what you are doing, or what is happening. Something as innocent as “We sign people up to affordable courses” or “I am the person that registers the payments of customers” is enough.

In some other cases, the issue to handle might be something innocent. Maybe is just the fact that the prospect is in an environment where he/she doesn't feel comfortable to talk. Next to family, friends or just a too-public environment. Maybe the prospect can't hear you because of all the background noise. Maybe the prospect isn't in the mood. Maybe the prospect is just too concerned about “something important to do” or doesn't have the time.

Anyways, now, what do I mean by handle? I mean to actually handle the prospect's concerns/stops of moving ahead with the sales process. To handle any “invisible wall” or real wall or “sales resistance” or distracting elements. May it be whatever it is, you may call the obstacle whatever you want. It's there, and we have experienced this when we tried selling or dealing with people.

You have to talk things through. Or handle those obstacles until they are not distracting anymore. We are only going to take up the mental obstacles of the prospect, as I'm assuming the rest you are able to deal with. Mental obstacles are like when you have fought with your friend or spouse, or when somebody has heard a lot of bad things about you, and you solve it by talking things through. You ask the prospect if he has anything against you, your product, or your company. If yes, you should be very patient, and very understanding.

Ask him to tell you about it, and really do take up his viewpoint. While talking things through, admire the person, and don't omit to give any honest compliments that you might have about the person.

Exercise

Talk to somebody who has a personal problem with you, somebody who openly or covertly showed his negative emotions towards you.
 Talk things through, negotiate, and get the person to be “fine” with you again.

Do this until you succeed at least once with somebody.
 Write down the results, and how you achieved them. What did you do?
 What did you say?

Results _____

How you achieved them _____

Exercise

Ask 5 people’s opinion who you know had a negative experience with a type of product, person, salesperson or company. Write down the details and results.

Next to it, write down what makes you or your product or your company different.

Talk to the same people, and tell them or show them the differences.
 Ask them what do they think about you, your company/product or what you represent now.

You ask for bad experiences, with either your company, similar products, you yourself or other buying experiences the prospect regrets. Then you DE-POSITION* your company, product and yourself of things that come up from those experiences. This way you will show the positive sides and a new viewpoint of your product. Don't forget, that using time as of like “back then, compared to now” to show changes and differences is also a good way to do it. When the upset is legitimate and its regarding what you represent.

Exercise

- Ask if the prospect has ever heard something bad about you, or your product, or your company. If yes, then, with a lot of kindness and patience, prove that “gossip” untrue. Use documentation if needed. Having a prepared documentation can come handy! You should also explain the motives or reasons behind the people that are spreading those bad rumors. Come up with an example that the person can relate to.

My go to example is “You know that when people that are not the brightest, they don’t always understand the use, state or value of some things? And when people don’t understand something, they attack it. Like, I’m sure you in life at some point, maybe in work or in school, you experienced somebody attacking you for reason or two.

Or talked behind your back to others. Now I bet you, that person DIDN’T REALLY understood or knew who you really are.”

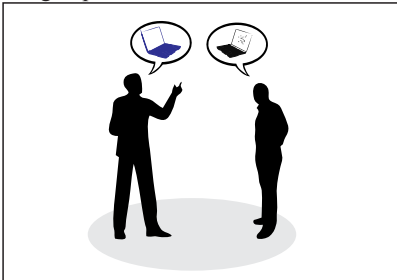
- Find somebody who heard something bad about a subject, company or product. Make him talk about it. Give him this example that I mentioned above, or a similar one. Have a conversation based on the example, until the person truly gets your point. Repeat with people until you perfect this way of handling Black PR*.

Write down what and how you did.

Note: Don’t argue or fight or blame the person in front of you!

Fact

People relate to experiences. And things you can relate to THEIR experiences, can and will be understood by them. Once understanding happens between you and the prospect, there is no more resistance. Doesn’t matter what the subject is. This is another way you do the handling step.



Additional, if it's an “unreal” rumor you encounter, you acknowledge it as a “joke”, and ask the person “Ha-ha, yeah, but you know it's a joke right? You didn't believe it, did you?” This gives them a chance to decide on a yes or no answer. If the person says yes, because of the context you just created, he will look stupid. So if the person has even a bit of intelligence, he will answer with “Of course no!” He does that not to look idiotic. You keep on asking and handling your prospect until he/she seems to show good signs, and you see he is cooperative, and would be willing to hear more about the sales! Keep on looking for “reasons not to listen or agree with the salesperson!”

You have to be on his/her side, to get him/her back to your side! Acknowledge* and reassure him/her, or show him how things don't apply.

Very important NOT TO FIGHT with what your prospect says, not to go against it! You can go around it, but not at it! When you prove the gossip untrue, do it in a non-challenging way. It will make the prospect more solid. After all, it's easier to move a sponge around than a 50kg rock.

PROBLEM

It is basically “that thing” that is ruining or messing up the person in a given subject. It is “that thing” that he really wants to improve! Your job is to find the prospect’s problem: his problem for which you can sell a solution to the prospect or find something that you can push him on, and ruin him/her, so he/she becomes willing to buy!

There is a main problem in every area of his life. Work, family, hobby, friends, relationships, himself/herself and many other subject. You have to know what you sell, and what it improves or handles for the person and in which area of his life.

Let's say, you sell vacuum cleaners. You know that your product saves time for housewives. It gives an effective tool for cleaners, so they can do their job more effectively. A cleaner’s problem could be, that the broom he has does not clean as well, or doesn't sweep the dirt off from the carpets.

Thus the customers might complain. Having a vacuum cleaner would be a time solving and quality increasing solution. All the while, the same cleaner has problems in other subjects. Like he is not as smart as he could be. And it's a big concern for him! If you were selling Rubik's Cubes, this is the problem that you would use to sell!

A problem is actually ruining the person on a given subject. Don't look for problems that is not ruining a person. Sometimes people like to just "stick" with their problems. As there are "interesting" problems and "exciting" problems. Ignore those. Get a problem that is messing up your prospect, and something that is negative! Again, it's something that is real or can be made real to the prospect!

Important note! If the person is not becoming emotional, angry, uncomfortable, sad, hopeless, excited, or nervous or something like that while talking about his problem, than you don't have the correct problem, and should search further!

When you find the right one, you will see, as he is looking at his problem with his mental eyes, that he will “change” something and “react” to it. He either starts being nervous, or starts shaking, or looks away or goes into a lower, sadder mood. Something of this kind. People have different reactions, and they go through different changes while facing a problem. One thing is for sure, the person won't be happy, or “just fine”.

Look for “CHANGE” and “REACTION”, and by that, I mean ANY type of change or reaction! A negative problem is something a person can't face, and when made to face by communication, he will feel uncomfortable as he can't face it. That is why it's a problem. And as he tries to push this “thought”, this “problem” away or out of his head, he will go through different physical or mental reactions.

Example

Bob's problem is that he is too lazy. He gets home and his spouse tells him to clean up, suddenly he gets a big mental tiredness just by thinking about it! He goes yawning, and he numbs out! He even feels tired, despite being energetic before. He tries to clean up, and while doing that, he looks like somebody who is being tortured in a confession room in the middle ages!

Example

Elisabeth got cheated on by her ex-boyfriend recently. They are breaking up. She pays a visit to her mom, her mom asks, “How is it going with your boyfriend?” Suddenly Elisabeth gets all types of grief emotions, she is almost crying, she tries to keep it in and answers with, “Fine”. Mom doesn't get the signal and goes on, “I would like to invite you guys over for dinner”.

Elisabeth gets MORE attention on the subject, thanks to mom, despite trying to exit the grip of this thought. Elisabeth becomes tense, and just stares at the table, trying to think about the table, she sits solidly like a rock. Mom asks, “Is everything OK?” and this was the last drop in the glass, Elisabeth starts crying and explaining what happened!

I know it's a horrible example, but through my carrier I met and helped many “Elisabeths”. And this is the process that people have in

their minds. We have to understand how this works in order to help our prospects.

Now how do you find the problem? How do you find the correct one? And what to do if you may have found it, but the person is not willing to communicate about it?

Simply to find it, you ask for it! Super simple, and amazingly workable! You just simply get the fellow to tell you about it by asking “What do you really need to improve in _____?” Or “What is really messing you up in _____?” or “What do you need to change the most in _____?” Ask for area or subject that your product/service helps.

The answer to all these questions is the same. The thing the person really wants to improve, is also causing him a huge headache. And the thing that is causing the person a huge headache, he really wants to improve! But then again, sometimes those “problems” are sooo huge, so unbearable, that the person refuses to confront* it, and communicate about it! You ever been there? You see a sad person and ask, “what's going on?” and this sad fellow says, “nothing” or, “I don't want to talk about it.”

When you find a problem, sometimes you find yourself trying to communicate about it, and the person is trying not to communicate about it. But you have to! In order to move with the sales process. This is when, instead of trying to pull it out of him and keep insisting on hearing about it, you can just acknowledge the person and ask again. But don't ask directly, ask around it!

It will look something like this:

Prospect: “I don't want to talk about it”

You: “I can see that, it's totally fine”

You: “Is this thing connected with your family?”

Prospect: “Yes, it's very painful to think about it”

You: “I understand, did somebody do something that shouldn't have been done?”

Prospect: “My brother had insurance, but when he got ill, the insurance company didn't pay for his medical bills!”

You see? He talked about it! Originally, he objects to talking to you. You say that's fine, and ask for some specifics AROUND the problem. This, if done well, and done enough times, will eventually bring out so much context data about the problem that the person will tell you about it. They're thinking something like, "well he already knows so much, so why shouldn't I just tell him".

Exercise

When the person doesn't want to talk about his problem, you acknowledge him, and agree with whatever objection* he has, and then you ask around with questions like: What is it about? Where did this happen? When did it start? Does this affect you in a really bad way? Who was or wasn't involved? Is it regarding yourself? Is it connected to your work? Did something happen that shouldn't have? Etc. ... The more answers you get about the problem and about the context of the problem, the more he will open his communication about it. Each time he objects, you agree with him, and repeat with another question like nothing happened. Stay interested, and good intended.

Ask 10 people you know or don't know for a very personal problem. If you don't know the person, don't forget to do the communication and handle step first.

When it comes up that the person doesn't want to talk about it, do the exercise as written above.

Fact

A small dedication will lead to a bigger dedication. That is if it is followed through and controlled towards that direction.

Example

I started selling by being invited to just be around and hang out with other sales people. Then, I was asked to help "here and there" only.

And after that I did more and more. From daily 1 hour, sales quickly became an all-day activity. And it all started with "be around and hang out" as a dedication!

Fact

People relieve themselves when they have fully communicated about their problems.

Effect

Once you have found the problem of the prospect, you have to talk about it. You have to ask how long the prospect has had it, or has been dealing with it. Then ask how it affects his life, and various areas of his life. Look for negative effects. You should be very smart here, and find as many viewpoints and areas as possible.

Maybe the prospect is dealing with the problem of having to use public transport daily. You get him to talk about how much he hates to: wake up early, go by bus, wait for the bus, having to find a seat, being late for work if the transport is late, etc. ... And each of those answers, items, can and will cause ANOTHER bad effect in his life. The more you get him to see, the better. It makes the problem very apparent, real and relevant to him!

Worsening

When the person is getting worried and realizes the actual weight of his problem. You build up urgency! Now have a 2-way communication* of how bad things will get if they continue this way. You have to direct the conversation! "If things continue this way, how much worse can it get?" or "If you don't change this, what's the worst thing that could happen?"

Talk about it! Go around on different subjects that are connected or might be connected to the problem! If he can't answer or think with this question, make him! Give him scenarios! Get agreement from him by demonstrating it! Now this is the moment where the person sees the whole scope of "one problem", and the damage it can make!

Change

Now he has urgency, you talk about need for change. Does he agree this needs to be changed? Ask! Did he try to change this in the past? Of course he did! Did he succeed? Of course not! Otherwise the prospect wouldn't be talking to you about it, and it wouldn't be a PROBLEM!

“How did you try to change this?” and “How did it go?” and talk things through! See his views, his experiences. YOU NEED TO.

Once that is done, get his agreement on “This needs to be changed, do you agree?” If the person is saying that he is changing it already, or is in the process, he is lying. If he knew what the actual source of his problem is, he wouldn't be having the problem in the first place. If he knew the solution, he wouldn't have it anymore. It's highly unlikely that he just “happened” to be getting results with his 5 year old problem, just now that you are talking to the prospect! You have to get him to see that he needs your assistance.

Now that you have done that, you can ask if he would like to actually do something about it? Make it better?

With his agreement (if he isn't closed already), you can proceed to the marketing step.

Exercise

Find somebody who you can talk to for at least 15-30 minutes.

Once you have a person, go through a sales process on the prospect about his life, ask for a problem in life, communicate about it, then go through the steps of effect, fear, change until you get the person in a state of, “now I'm going to do something about it!” Sell him on taking action about his life problem!

Note for yourself what you did well, and what you didn't do well. In the future, stay away from the actions, words, or sentences that didn't help you to progress with the sales process.

Repeat the steps until you can do it with ease and without thinking.

MARKET

Data, specs and viewpoints in theory and practice! Now the person wants to improve his conditions. Even DEMANDS to improve it. You have to make him see how your product is going to help him. You have to bring the person from a misty, unknown state about your product, to the level where he UNDERSTANDS that how your product will solve his issue!

This is where you are going to do most of the marketing* in one-on-one sales.

You have to:

Position the product, and relate it to positive experiences of the prospect, or good quality similar products. While doing that, position it away from negative experiences and bad quality products. Deposition. (this gives a clear sight, not biased by other negative experiences)

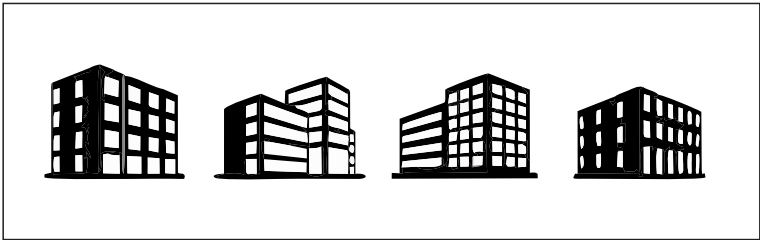
Go over the details (This gives knowledge)

Give viewpoints about the product (This increases understanding)

Explain in theory the function of the product (Shows how it handles the problem)

Show or demonstrate the practical use of the product (Shows in experience how it handles the problem)

The theory here is that the more someone understands something, the more the person is going to reach for it, and interact with it!



Example

My grandmother didn't understand computers, so she kept away from them as much as possible. Never interacted with them.

Once I made her sit down in front of a computer and taught her how to turn it on and off, and how to use the desktop and how to watch videos, she started using it!

NOW I CAN'T GET HER AWAY FROM THE COMPUTER AND HER YOUTUBE VIDEOS!

In addition, people have associations. They associate certain things with other, similar, things. You want only good associations! Clear up the bad associations, and you got a sane clear minded individual in front of you!

Example

A dog once bit George, therefore he is cautious of ALL dogs! George goes over to a friend and that friend has a small puppy. George immediately becomes tense, so the friend shows George that he is not to be afraid of his puppy.

After 5-10 minutes of supervised interaction, George relaxes a little, and he doesn't associates the puppy with the dog that bit him in the past. Now George is fine with interacting with the puppy.

Exercise

Write down on a paper what your product, company or you are similar to. (Find something that the general population looks highly upon.)

Write down on the same paper what makes your product, company or yourself still unique.

Now write down the specifics, the pros and the way it operates. (Also if your item is yourself.)

Now write up 2 examples of how you can demonstrate, with an example, the previous things.

Now write up how, in theory, your product, company or you would benefit a buyer.

Now draw a sketch that shows the examples above, or go and do the demonstration.

Memorize what you wrote until you know and can repeat it with the actions. Do this by yourself in front of an imaginary prospect, until you can do it without thinking or looking at your papers.

SELLING WITH IMAGINATION

Now the person is on the level of understanding he needs on your product. At this point, you can begin your closing phase. This is where you actually do the selling, the convincing, the handling of objections, and getting the buyer out from within the walls of resistance.

This is where you handle any obstacles in and around the prospect as regards to buying, getting the product and giving you your well-deserved payment! This is where you get the person to the state of “no return”, which I mean in a good sense. This is where his problem will be handled FOR GOOD! As a first step, you have to sell him the idea!

Selling with Imagination

Have you ever gone on a tour or to a party with a friend when you originally didn't want to go? Really take a second to think over this question. Your friend managed to hype you up? Get you in the “mood”? Now we can call it how you want it. You cooperated in the good or bad plan of your friend.

Maybe it turned out to be great, or maybe it didn't. You went. What was the reason? Did your friend talked about positive past experiences? Did your friend talked about you potentially meeting someone you like? The content doesn't matter, what matters is that you pictured something positive!

Maybe you remembered a positive experience and related that to this new unknown experience that was to come. Maybe you saw yourself having fun. But the importance here is “SEEING”, “LOOKING”, “KNOWING”, “PICTURING”, all this with your mental eyes! Positively!

Reality is subjective. And once somebody sees something subjectively (mental eyes), it will become an actuality! Something

that is solidly there! Maybe not for others, but for the individual who creates that mental image!

And this my friend, is how you get willingness and cooperation. PICTURING SOMETHING POSITIVELY!

This trick is the most powerful sales technique I know of! It can turn the dead into healthy human beings again! I have used this technology on my seminars, on people I know, on my prospects, and I'm not kidding! It has a powerful blast! Hits hard like Mike Tyson, if done properly. Every time, anybody ever bought something, decided to do something, he/she (even if unconsciously) SAW himself/herself HAVING, USING or BEING the owner of the item, service, result or action! AND THE PERSON LIKED IT!

It was an ideal "vision"! In hopes of getting/achieving that, the person bought or took action! That's all to it! Think about last time you went to a fancy restaurant. Before you went, you decided to go there, and you saw the restaurant, the food and the mood. There was either a vision of the scene, items/service/food/people, or just the emotions that you liked! Do you get me now?



Example

I talked to a friend who had given up on selling. I decided to use this technology to sell her on selling. I asked her what was her reason to become a saleswoman? She said because she wanted to help others with it. So I asked her, “Alright, can you picture yourself as a professional, successful saleswomen who is helping others daily and effectively?” Then I asked her to tell me about it.

Then I asked her what is she in this picture? How is she? What does she do? How does she do it? With what effect? What did she achieve in this picture? What does she have? Who does she have? At the end she just brightened up, instead of looking depressed, she had a shine in her eye! She was on-purpose again!

I knew it, she knew it! She was smiling and laughing! She told me she felt much better and that she was going to continue! All it took was 10 minutes of conversation with this technology and she was rehabilitated and willing afterwards!!!

WHAT THIS DOES IS IT IDEALIZES SOMETHING. MAKES IT WANTED, INCREASES DRIVE TO GO FOR IT, MAKES IT LIKED AND GETS A HIGH WANTINGNESS* FROM THE INDIVIDUAL. MAKES IT ACTUALLY VISIBLE/REAL BY THE PROSPECT.

Exercise

- Speak to 5 people you know and ask them about something they don't have.
- Once you get the item, use this imagination technology on these 5 people to get a high willingness and wanting from the person towards that item.

Observe their mood and happiness level while they are speaking about their “ideal world”. Have some fun with it!

Let me tell you how this works: You now have the tool to make something REALLY wanted. And you use the imagination of the prospect. You ask the person, if he can imagine a situation, or if he can see himself without the problem. You ask him to tell you about it, while you are trying to see it as well.

Sometimes they say, “it's not possible” and you should just handle this comment with “I understand, but just picture yourself” You ask him to tell you how he feels in this imagined situation, what he is, who he is, what is he doing, how is he doing it, what does he have, who does he have.

And talk about it. Communication makes things apparent, and if done properly and enough, this IDEAL world, or IDEAL situation will be very real to the person. HE IS IN IT. Now, not to break his trip to wonderland, but you have to let him know how he can achieve that. And that is **BY BUYING YOUR PRODUCT**.

Note: Make sure that he doesn't go too much out of reality. If you promise something that your product can't deliver, you will get an angry customer. A disappointment. And that will worsen your, your company's and your product's reputation. So stay in control.

Note: Somebody who can really get a high expertise with this technology can literally change the world.

Note: Sometimes people will not be too communicative about their mental picture they envisioned, at this point you can give them suggestions, or take over a little bit of the creation until they get into it.

Alternate: Selling with Help

What do I mean by selling with help? Well, you have to realize that everything, and I mean EVERYTHING, is out there to help/assist somebody or something. It is such a powerful thing you know. Just observe it very carefully! The clothes you bought, indirectly or directly helped the supplier with money. And it did help you to look good, feel good or just avoid freezing.

Your friend who comes to pick you up from the airport, might have better things to do, but still comes as he is being a friend who is helping you. Your parents did help you to grow up and become educated. A movie helps people to relax. And so on...

In essence, everything has to do with help. It has to help somebody or something. Directly or indirectly, knowingly or unknowingly. It does! Now on this planet, there are 4 types of people, three of these can be very good prospects for you. The 4th not that much.

The first type of person: Wants and needs help, but can't or won't give help. (This category is the helpless, and the self-centered people.)

The second type: Has high self-esteem, and won't accept help, even if he is dying. He has too much pride to accept assistance! But he is very willing to help and assist others and share his skills or wisdom or resources. (This is the self-sustaining individual with high self-esteem. Many businessmen are like this.)

The third type: Can both accept and provide help and assistance. (Super nice, very lively and living individuals are like this.)

The fourth type: Won't accept help, and would never give help. (This is the person with whom you shouldn't bother with. They are horrible friends, and hardly movable towards any direction. You need to invest some time into them until they become one of the other types.) The way you can identify each type of person, is by talking about "help". Observe where the person becomes "interested" in the conversation, when you talk about helping others? When you talk about helping himself? When you talk about how bad help is? You can also just ask "Do you rather like to get help or give help?" or "Do you think helping others is possible?" or "Do you think helping you is possible?"

Exercise

- Find people in each and every category. They can be people you know, or have just seen. Write down your experiences with them. When did they do something and why did they do it?
-

Now, how do you use help to sell to those people? Very simple! As soon as you found someone in one of those categories, you know who you are dealing with! The first type, will buy things that HELPS him and ASSISTS him! Makes him profit! Gets him benefits! Etc. That is where you put the emphasis!

The second type will buy things if he knows that with his purchase he HELPS somebody or something he thinks its worthy! This can be a family member, maybe a friend or his employees or a charity.

Many of my friends belong in this category, and they buy or do things for me because I let them know that by doing that thing or buying that thing which I ask them to do, will help me or my cause!

The third type will react to either “help yourself” or “help this cause”. The fourth... Well yes. Give him a life coach.

Exercise

Position your product, your company or yourself in two categories, one of which lets the prospect know how it will be beneficial for him, the other which lets the customer know how the purchase or ownership of the product will help something or somebody that the prospect might care about.

Exercise

Find a person in each category and have a conversation with each. In the conversation, put special emphasis on how you and the things that you are doing helps the “help item” of your prospect (depends which category he belongs in).

Observe the reaction, and interest changes in the prospect. If the results are positive, you’ve done the exercise to the full result. If the results aren’t positive, you’ve made a mistake and should try with different people until you succeed!

CLOSING QUESTIONS AND OBJECTION HANDLING

Congratulations! You sold it! Now it's time to close it! How do you invite the prospect to the close? How to ask the closing question? Now you arrived at the point where you ask for the close or for objections. You should know, people buy when they are out of objections. There are multiple ways to ask for the close.

“How do you feel about this?” or “What do you think about it?” or “Any reason why not go ahead with this purchase?”

The reason why you don't ask, “Should we do it?” and “Do you want it?”, because to that questions the prospect has a chance to say “no”.

One thing is for damn sure: People have a need to be right. Even if they are wrong, they will stick to “their rightness” even if they die. Have you ever observed when a person, that he stated something, he got proven wrong, but he didn't give in?

He found more and more ways to justify himself, or just stubbornly refused of all data that were against him? Like in an argument. Your friend accuses you of not paying attention to him/her. You show that you actually are. And your friend says “yeah, whatever!” Still giving you the impression that your friend still doesn't believe you?

Example

George doesn't look at the traffic light and accidentally scratches another car. George knows he didn't look at the traffic light, yet he is still going to be “right” for his action. He tells the other car driver to pay better attention. And that he is in a rush. And no matter how the other driver tries to reason with him, George has to be right! George will remain ignorant and blame anything and anyone for the scratch besides himself.

What does that teach us? If a person, says “no”, then no matter how you try to reason with the prospect afterwards, HE WILL STICK TO HIS DECISION. As that's what he stated out loud, that's what he has to prove right now. It's like talking to a wall, and trying to move the wall with words. You ask “What do you think about it?”, so the prospect can let you know that he wants the buy. He will say

something like “Sounds good let's do it!” or “When can your company deliver?”

Or if he is still not sure, or doesn't want to buy, he will give you an objection! A reason why not to buy! And you have to handle it! However, he still doesn't give you a no, he doesn't have the chance to say no! Haha, you asked what is he thinking, or what is he feeling.

Objection handlings: There are 3 types of objections. NO MORE. Even if an objection seems not to fall under these categories, trust me, once you dig deeper and ask “why?” and “why this?” and “why that?” You will eventually get an objection that falls under one of these 3 categories!

Fake. Imaginary. Real.

Fake: Fake objections are lies. They are merely hiding another objection. Behind every fake objection is a legitimate objection! That's a fact. The prospect tells you these fake objections because he is afraid to be socially unacceptable, or he doesn't trust you enough to be that honest, or he is just afraid of being handled or anything of these sort of reasons.

Fake objections are like “Let me think about it” and “Let me do some more research” or “I will get back to you”. Let's break it down. He needs to think about it? All you guys did up until now is thinking. By thinking alone, will he become more certain? Let me prove to you why this is BS! So lets you walk into a dark room. And you never been in this room. And you don't know what there is or isn't in this room. I am selling whatever is inside for 500\$.

Good! Now please take a second to think about this room. What is in this room? Does it worth 500\$? Will you get it? No? Please keep on thinking! Still no? Keep on thinking!

Did you find out new things about this room? I don't think so. Besides guesses and questions and vague concepts!

Now if I am there, and I turn on the lights, you can SEE what is in the room and now you can decide.

But If I am not there, and you aren't there either to witness the contents of the room, then how will more thinking convince you to get it? Will there be a new -never seen before- data that will suddenly pop up about the room? Not likely!

The whole sales interview was there so you don't have to think anymore because we thought it through!

So thinking is not a justifiable excuse not to go ahead with the deal. If you would really need more data, you would consult me, who knows the room and who can show you around in it!



Or doing more research about the room? Will you sneak into the room without me being there? Break the lock and go inside it? Not likely. Will there be someone online who will tell you what exactly is in the room?

If yes, okay good. But I can do the same thing right here and right now! Why should you take that extra mile and go online and search around for something that you can get with me right here right now easily anyways?

So that is a BS as well. And get back to me? How many times did people say they will get back to you and they didn't or they did just to say "no thank you". It's a social lie, so we can say no thanks because of _____ (insert whatever objection here).

So fake objections, if accepted mean "no" to your deal. So never accept them!

Imaginary

These are the objections that exists within the realm of the mind. There is nothing physical there that is holding the prospect back here!

He might say things like "let me speak to my wife about it". THAT IS FEAR BASED objection! He doesn't need to speak with the wife! If the wife would be an important decision maker here, the wife would be present at the interview! Simple as that! The prospect is just AFRAID to make a mistake. To do a wrong decision. He is insecure about the decision. There are still uncertainties there!

The prospect might say "I don't have enough money". And the next thing he does is that he goes outside and buys some Gucci clothes. And goes off with his Tesla... Yeah right? "No money".

He might say "I don't think I will use your product". Again, just afraid of making a wrong decision, and like a scared child, you have to comfort him! Take him onto your lap and hug him while speaking in a low calming voice, you might even sing to him if that calms his nerves.

These objections are mental in origin. And because they exist only in the prospect's head, it can be solved through communication!

Real: Real objections are real. They are physical barriers. If you tell me to go over to your house, but I'm currently chained up to a hospital bed, I might say "Listen buddy, I'm currently tied up over here". And that would be a real objection (until I'm actually really tied up).

I physically can't proceed with the action. If you are selling a service that costs 1000\$ and I only got 800\$ with me, I might say "it's too expensive" and in this situation it would be a real objection. If you would be selling shampoo, and I am bald, I might say "I don't really think it would be of great use to me" and it would be a real objection.

You see?

Objection Handling

Fake Objections

Fake objections are handled by:

1. Acknowledge/Agree with the prospect
2. Call him out on the lie
3. Give a possible reason why he isn't going forward with the deal

So if the prospect says "I need to think about it" you can say, "I get it, you need to think about it. Totally fine! But lets be honest here... You just didn't like my offer, right?" If the prospect says "Let me do some more research" you can say "Sure thing, but lets be straight here... You just don't think its for you, right?"

If the prospect says "Let me get back to you" you can say "Totally fine, I will be right over here. But lets be frank, you don't like the pricing, is that correct?"

So I tell him I got what he said. Then I call him out (nicely now) by saying "lets be frank" or "lets be honest" then I give a reason (rightly or wrongly) why he isn't moving forward.

This accomplishes that the prospect can feel he is heard. Also accomplishes that we let him know that we know he is lying. And also gives a chance for the prospect to come clean (by giving a right or wrong objection which he can correct for us).

Example

Sales: So how do you feel about this offer?

Client: I really think I should think about it.

Sales: I understand, you need to think about it. But lets be frank here. You just don't like the pricing of it. Right?

Client: No, its not the pricing. It's just I don't think that this color is to my liking.

Note: literally happened to me. While different colors were right next to us! Sometimes prospects are “not even there”. Like you are speaking to a wall.

Luckily I got this objection and I easily solved it by asking “what color would you like to have it in?” and provided the color that worked out for the client!

Example

Sales: So this is my offer...

Client: Okay. Let me take a look around and come back to you (obvious lie).

Sales: I get you, you want to see the other offers too. But let me ask you, something I said you didn't like?

Client: Well. You seem like a nice guy, but I am looking for something that's cheaper.

After a Fake Objection handling, you will likely get one of the other two objections:

Imaginary Objections

Imaginary objections are handled by:

1. Acknowledge/ agree with the prospect
2. Turn the objection around
3. Re-ask the closing question

So if he says “I need to speak to my wife about it” you can say “I totally understand. I can see you care about your wife. That is why I want you to do this deal, as its your wife that will benefit most from this.

Do it for her! What do you think of that idea?”

If the prospect says, “Its too expensive” you can say “Yes it is! But you seem like someone who likes quality stuff. And let me tell you, your money buys nothing else here but quality! How do you feel about my offer now?”

If the prospect says “Your gym is too far away” you can say “True, its not the closest. But at least this way you can get some fresh air to and back from the gym. Think of it like a warm up, so by the time you arrive you can just get onto your main workout! Any other reasons not to get started?” If the prospect says “I don't have time to use your product!” you can say “And that is EXACTLY why I want you to get it and use it! Because with our product you can do your job faster, and by doing your job faster you will gain more time! How do you feel about my offer now?” And so forth and so forth...

The key here is that whatever is the objection (reason not to do it) should turn into the reason to do it!

This works great because:

You are using the thought process/ ideas and words of the prospect

The prospect convinces himself this way (as it was his idea in the first place!)

The objection will become a reason to do it (taking away from the cons and giving to the pros)

The prospect will feel more certain and calm Its smooth.

You are not trying to push new ideas into his head, just his ideas back to him!

Example

Sales: Any reason not to get started today?

Client: Well... You know, I think I might not have the time to use your service.

Sales: I understand. Its true that it might take a bit of time to actually use my service. But with it, you will save up time which otherwise you would waste. You can generate more time by using my service.

Client: Yeah I see that.

Sales: Good! So how do you feel about my offer?

Example

Sales: What do you think about this new highspeed internet router?

Client: I really like it, but it is too expensive.

Sales: I understand that. And yes, it is expensive! The good thing about it is that with higher price you get way higher quality. And you seem like a quality person, some one who respects quality. Right?

Client: Yeah that is true actually.

Sales: You see, it is way more expensive to get low quality products that needs to be repurchased again and again. Right?

Client: Yeah.

Sales: Well then! As the quality person you are, I want to give you this quality offer. How do you feel about that now?

Client: Lets go for it!

Real Objections

Real objections just simply have to be handled physically. If he says “It’s too expensive” and he really doesn’t have enough money, figure out how he could get enough money.

If he says “I’m not the decision maker” figure out a way to get the decision maker or convince the decision maker.

If he says “Your shampoo sounds great but I have no hair” figure out how he could grow hair or something!

Then once the problem is solved. Proceed in closing. Ask the closing question once again, if he seems fine and positive with his response, then ask for the payment.

Example:

Sales: How do you feel about my offer?

Client: I like your service. With it I can really get my body patched up and healthy in no time! But to be honest, I have trouble with swallowing vitamin pills. I always have nausea afterwards.

Sales: Ohh, I see. Does it always happens?

Client: Yes.

Sales: And do you flush it down with something to drink?

Client: No, I thought you should just eat the vitamin pills as is!

Sales: You can do both. How about if from now on you take it down with a cup of smoothie?

Client: Well, it could work...

Sales: Good, we will just do that! This way you can get healthy in no time, without nausea! What do you think of my idea?

Client: Yeah! I like it!

Repeat the closing question after every objection handling (besides the Fake objection). Then if there are still objections, handle it. Then ask the closing question again. And so forth. Repeat the process as many times as necessary. Asking for the payment can simply be “cash or card” or “With bag or no bag” or “Delivery or you take it from here” etc... A yes and yes question essentially. Others might know this technique as the “Assumption Close”. And it works about 10-25% of the times only.

I wouldn't use this as a closing question, as it completely ignores the fact that a prospect might have objections.

And if you do the Assumption Close while the prospect still has objections, the prospect will feel pressured and will get VERY nasty with you! I promise you that much!

But once the prospect is positive, and have no more objection, this technique is a great way of getting the payment without awkwardly asking for it.

This won't be too harsh, as at this point. The prospect already gave his agreement to purchase. So it will be easily accepted.

Once again, please don't use the "yes and yes" questions as a closing tactic or closing question as it can make the prospect uncomfortable if he still has objections. It might come across as too forceful.

Note that if you are not sure whether an objection is real or imaginary, you can always try to handle it first as an Imaginary. And if the same objection comes up again for the second or third time, you can be fairly confident that it is a Real objection.

Example

Client: No, I can't buy this, I need it, but I don't have the money.

Salesman: Think of it this way, you are spending now to earn more later, even if you borrow money from your friends or family you can return it in less than two months and later it's all profit.

Client: I can get money maybe from the savings account, but still, what would my wife say, she really wants to go on a vacation now?

Salesman: Maybe call her up, and explain this to her, with my [product, service] you can double the income and go on two vacations during the summer.

Client: But, my wife is more of a skiing addict, she doesn't like the sea that much.

Salesman: I see your point, but what's stopping you to visit the Alps in France in the summer? We've done the math, and 6 months from now, you can both go skiing in France during summer and visit Paris.

Client: Oh, I bet my wife would love to see Paris, it would be a wonderful surprise.

Salesman: excellent, let's seal the deal [shake hands]

Exercise

- Write down on a paper the most common objections you get from prospects.

- Next to them or under them, write down word by word the handling for them (based on what you just learned).
Read up the objection (or get somebody to read it up for you, or record it yourself and play it back on the phone), than say the handling again and again.

Do this until you feel well put together, confident, without stuttering, fluent and good with the handling.

This is simple if you have properly learned and exercised all the previous steps so much that it is natural for you now.

Sometimes a prospect falls back in a sales process, and when that happens you go back on the steps as well, until you match the place of the prospect on the sales process. It could happen that you get in rapport, handle, then talk about the problem, and suddenly the prospect becomes antagonistic, and you have to go back to the handle step again, or you are at the close, and realize that you are not dealing with the right problem, go back to the problem step again! Also you don't have to execute everything you learned so far. Just the actions necessary, and only as much as it is needed, not more. If a step is "fine" or "not needed" then just skip it. You'll be the judge of it! You are the driver now. If that's clear, here is the last exercise!

Exercise

- FIND A PROSPECT AND SELL HIM SOMETHING FOR MONEY!**
You are done with this once the money is with you, and not with the prospect anymore. Make sure to use everything that you learned and practiced so far. Set your sales quota!
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Set your sales quota!

This step is vital for you. As you see, people give up when they misjudge the estimated effort to make it. Picture this, there is a young optimistic person, starting on commission-based work. He needs to sell charity subscriptions. Now if he goes at it, you see he goes at it with pure optimism without any realistic data of how many people he has to talk to and how many “no” he has to get until one decides to sign up with him. You see, maybe it takes 100 phone calls. Maybe only 10. However, if he doesn't know this important data, he gives up at 5-6. He got 5-6 NO! Now he is blaming himself. He thinks he isn't a good salesman. He thinks someone else should take this job. He thinks the leads that he got are not leads at all and those people aren't prospects.

Here is the thing. YOU WILL NOT BE ABLE TO SELL 100% of the time!!! Nobody does. Most sales representative has a closing rate of 10-20% on cold sales*. And a rookie might have between 5-10%. That means, a veteran can have a buyer in 5-10 interviews while a rookie needs to have at least 10! But maybe way more! And those numbers changes from industry to industry, situation to situation, person to person.

You have to test the waters first, and then you can see how much effort it takes to make sales. At first, you should concentrate on the sales and matching the quantity of calls and interviews that is needed. Then, with experience and training, you will increase your success rate as well. But you can only improve success rate, once you have enough numbers, enough quantity to experience on, so you can be more professional.

Don't give up on some negative comment you get from a prospect, or on a failure. It is YOUR path to becoming a great salesperson! The

more you get of it, the better you can learn from it!

People give up because they haven't done the math! They expect more than what reality can give, and thus they go into apathy about the subject when they fail a little.

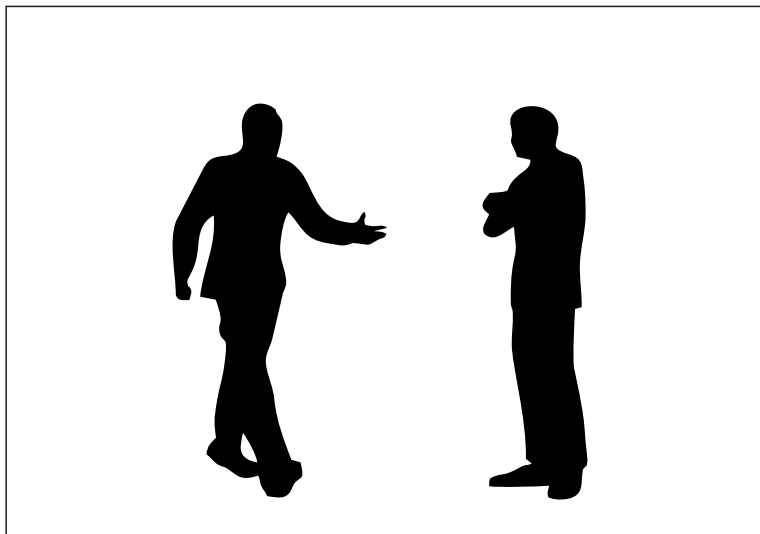
Exercise

- On paper, write down how much money you need to make in a month
 - Now divide that by 4, this is how much you need to make in a week
 - Now divide that amount by 7, this is how much money you need to make in a day (if you only work 5 days a week, than divide by 5 instead of 7)
 - Now calculate how much sales do you need to make per day to hit that needed money in commission? Which type of products or how much worth? Write it down!
 - Now based on experience, write down how many interviews you need to do to get a sale in general. Okay, so write down how many interviews do you need to do to get enough sales for the day?
 - Now how many people do you need to contact to get an interview? Good, so how many people do you need to contact to get enough interviews, so you have enough sales to earn enough commission?
-

If you don't care about money, but care more about sales quota, than you can do it from step 4, but instead of doing the math to fit your commission, do your math to fit your quota!

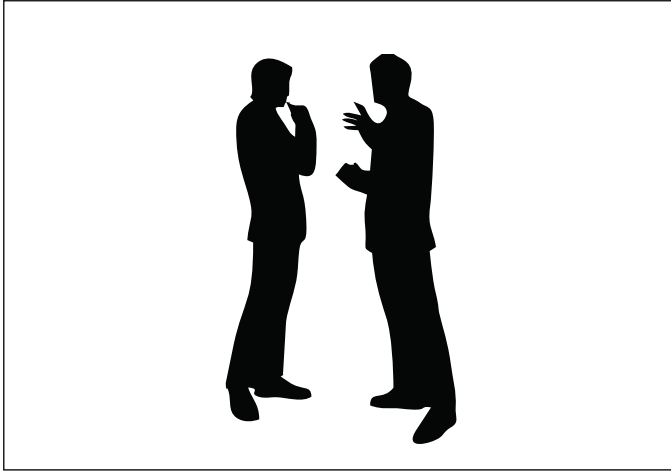
Important Notes

Note: Never, I repeat, never challenge the proud person! Proud people, once challenged, or in disagreement, will do anything to prove the opposition wrong! This can be done loudly or over long time, silently by the proud individual. You are selling, and to sell you have to work within agreements, a series of agreements will lead you to a close! Nothing else! Domination and arrogance might win you temporary cooperation out of fear, and lack of confidence. But it will backfire at the first possibility. We will cover theory and practical use of agreements another time.



Note: Friendship and trust and good quality product history is the best sales factor! Always aim to achieve the first two, and get documents that you can show and publish for the last!

Note: Sometimes the prospect is ready to close before you get to the closing step in the sales cycle. Be alert for that. Once you have that, close it! Sign it! Don't do something that isn't necessary!



Note: Stay interested! It's a 2-way universe*, and if you stay interested in selling to the prospect, eventually he will pick up on it and will be also interested! This can take a minute to happen, an hour, month or year. However, you have to persistently stay interested to eventually sell to even the most stubborn prospect!

Note: Sometimes all you need to sell is to ask for it. You can never know when somebody is looking for a solution that you might be able to provide. So ask! The same goes with answers. You need to find out something or know something, or are not sure about something, ASK!

Note: There is much more to sales than just this guide. Like the assumption close, agreement close, deeper technology on how to build rapport, full theory of positioning, PR in sales etc... The whole reason I wrote this book, is to give you a starting push. More data should be covered once you master what is written here. And I'm going to follow you up on your path to becoming a sales machine that produces sales like a Chinese factory producing plastic toys! You are welcome to get in touch with me at any time.

Note: If you look at it, these are tools that you can use in your everyday life to better succeed with people. After all, what is needed to succeed? COOPERATION. The cooperation either of a team member, employee, friend or even the customer's. The customer has to cooperate with you, even if that means only as much as buying your product. That is cooperation. The more people willing to cooperate with you, the further you will get! No doubt. Sales is a way to get cooperation.

Note: Do not continue selling once the prospect is buying. You might sell him out of the close! Be on the lookout for buyer signs and buyer questions! Once you have a buyer question, you basically got the close! Once the person is asking things like, "How much does it cost?" and, "When can I start?" and, "Do you have any guarantee?" and, "Can I get it in the color blue?", you have it! HE IS ALREADY DECIDING TO BUY. He just "has to be sure". And now you only have to give him that level of "sureness". Questions that are assuming the ownership or application from the individual about the product are buyer questions!

Treat those questions as a final reassurance the prospect needs. Treat it as the prospect is already a customer. Answer the questions, let the person know what he needs. Reassure him that he is doing the right thing! But don't continue selling at this point!

NOTE: YOU SELL BASED ON AGREEMENT. AGREEMENT=CLOSE

Note: Disagreement = solid wall & loss of a prospect

Note: Never lie in sales! Lying kicks back hard! Lying salespeople are the reason why this whole subject is looked down upon by many. Lets change this general view!

Note: Don't be afraid to push people into their problems. As long as you are actually helping them even a bad tooth hurts while its being pulled out. But once you get rid of it, it feels much better!

WHY THIS PATTERN, IN THIS SEQUENCE?

As everything in life, things they don't just happen out of the blue. Making a life changing decision usually don't come to us after a few seconds of being exposed to an opportunity.

If you think about it, most of the decisions you took in life were gradually building up over time. Everything that happened, happened because the scene was set for it to happen.

It might be raining today, but it only rains because before the rain there were clouds up in the sky. The clouds were there only because there were a prolonged sun exposure in the area for days.

The sun was able to shine for days because its (lets say) summer right now, so the earth was closer to the sun than usually.

Everything has something before it.

Before you arrive to the 5th floor of a building you have to go through the 4th floor. Before the 4th floor you have to go through the 3rd and so forth. Now we want the prospect to buy. But before buying, he needs to be absolutely sure about the decision (objection handling).

Before we can even talk about him considering to buy, he needs to have an emotional and logical connection regards the product (Selling & Marketing). Before we can sell or market the product, he needs to have a reason to hear us out (Problem). Before he would be willing to discuss with us his problem we need him to have enough trust in us, and no issues in discussing personal stuff (Handling). Before we can even go into building trust and clearing out of the way any obstacles, the prospect has to have some sort of personal relationship with us (Rapport).

Now if you read this chapter backwards, sentence by sentence, you will see how each step opens the door for the next one.

And each step brings us closer to closing to the prospect.

Once:

There is a personal connection between the sales person and the prospect.

The prospect has no bad affiliations or unhandled antagonism with the sales person, company or product.

The prospect is aware of his problem/goal that needs solving and has the necessity to solve it.

The prospect understands that the solution is a logical way to go about solving his issues.

The prospect emotionally likes the product, and what it could achieve.

The prospect has no objections.

The prospect will turn into a buyer (given that he is qualified to purchase). If these 6 factors are present in an interview, you will close 80% of the warm prospects and about 40% of the cold prospects!

Just keep the 6 factors in mind, and work towards achieving the pinnacle of each every time you speak to a prospect. If you are doing a good job on those, you will do a good job in sales. No doubt!
That's the simplicity of it!

FINAL

At this point you should be able to do each and every step of a sales process. We went over of how to increase your social skills and social confront. We went over how to "build rapport" with somebody, how to start an interview. We went over how to handle any obstacle that might keep your prospect from being open and well receiving.

We went over how to find a problem, and make it real or more real to the prospect, and getting the prospect to a state where he wants to improve on it. We went over how to introduce your product, and how to sell it. We went over how to invite your prospect to a close and how to handle objections. At this point, you are probably a superhuman, who is above 80% of the general population with conversation skills and social control.

Where to from here on? You can always come back to this booklet and re-read some chapters and re-do some exercises. But in the end, you will be the one to decide where you want to go now.

For your information, I am writing more books/booklets in the near future, to go deeper into the technology of sales and closing. To cover things like prospects, DOs and DON'Ts, effective communication, body language etc... Everything that will give more of an understanding on sales and negotiations. To give you more of the philosophy of success. To give you a full manual on how to become a social demigod who is unshakable in status and state of mind.

I am also eagerly looking forward to hearing your feedback! You are always welcome to write me your feedback, or ask questions at my personal email of viszleradam@gmail.com

I am furthermore delivering personal sales & communication coaching and seminars & webinars around Europe.

When I'm in your

area, we can get some very exciting training done. Something I haven't covered so far, or just the same thing but with deeper

knowledge and practical use, in person! If you liked this booklet, recommend it or even better, sell it to a friend and sign up for my online courses as well! Keep training! Keep repeating the key data for yourself! This is the important factor that will keep you on top! Regular practice is vital!

I'm looking forward to hearing about your wins, and successes! To see you mentioned in the newspapers and news! If you ever run into a bog*, just let me know. I am here to help you.

Until next time.
Good luck my friend!

GLOSSARY

Acknowledge – letting somebody know that a communication was heard. Acknowledge is also approval of something or someone.

Agreement – Agreement simply means a topic, viewpoint, emotion or idea that people share, that is common between 2 person. Agreement is vital for creating rapport and friendships.

Attention – the awareness a person puts on something or somebody to hear/receive a communication.

Black PR – Black Propaganda. Lies that show something in a bad way, that are spread about a company, product, or person to inhibit its success.

Bog – a state of being slow or stuck, as if sinking in wet ground.

Close - means to sign the deal, literally lock the competition out, and close your prospect in a room with your deal! It is the final ending action in a sales cycle.

Cold contact / cold sales – when the sales person is contacting and selling to a person that was not prepared for it.

Cognition – something an individual realizes.

Confront – to face something comfortably, without negative feelings or uncomfortableness.

De-position – to place something (most often a concept or thought) away from something else. In other words to remove associations.

Drill – (or drilling) is a training exercise. It is when you do something over and over again until you are a professional in that subject. In other words: practice.

Freestyle talk – not patterned conversation. Something that comes out of improvisation from the person.

Gradient/gradual – step by step increase of height, size or challenge.

Handle – to get rid of something so it doesn't interfere in the process anymore. To make a wrong into a right.

Intention – the attitude that something will (like a communication or effort) achieve the wanted result.

Invalidation – to bash something and make it unjustly seem less in worth. To make something smaller/weaker/less valuable than it actually is. “In communication” – when the person is actually talking with you, and not just the social, PR mask.

Lead – is a contact (person) you get from somewhere that is a potential buyer (prospect).

Marketing - to push something into the market. This also means to position it, price it and to broadly inform people about the product, its specifications and details.

Objection - is the last thing that comes up before a close. It's a reason why not to buy. Once the person is out of objections, he will buy! Don't fight an objection, as it will make it more solid. Law: things that are resisted will become more solid.

Problem - is what is ruining a person's life. It makes it into a ruin. It's the thing that is really a big problem, and he really wants to deal with it. It's something that the person thinks, and sees with his mental eyes, or can be made so he sees it. Important to know in sales, people buy solutions! Solutions to problems, imaginary or real, it doesn't matter which. Also note, when we talk about "problem" we mean a negative problem. There are positive problems in existence as well, and we don't deal with that subject in this booklet.

Prospect - is a potential buyer. Someone who had shown or is showing or could be brought to a state of showing interest.

Qualify - Qualify means that the person is able to purchase. If all criteria is met, the salesperson proceeds in the sales interview. Generally here are 3 factors to qualify some one.

- He is the decision maker.
- He is able to buy.
- He has a need or want for the product.

To be more specific, a better understanding to qualifying some one is:

- Can he become the decision maker?
- Can he made able to buy?

· Can he be made to have a need or want for the product?

Rapport – a close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well.

Sales - is the act of getting someone to buy your product. To give a product in exchange for money. The act of getting cooperation.

Sales Resistance – the uncooperativeness of the prospect as regards to buying.

Upper hand – having advantage.

Wantingness – the state of wanting something.

Weeding out – getting rid of something.

2-way communication – communication that goes from originator to receiver, then the receiver becomes the originator, and the originator becomes the receiver. It goes 2 ways.

2-way universe – referring to cause and effect that is observable in this universe. If something is cause over something else, that something else is effect. But as there is a channel open between the 2 points, the roles can turn around and be reversed. This happens periodically, and can be observed in different ways or forms. In other words, the action-reaction theory.

About Adam Vizler

Adam Vizler born in 1997 is one of the youngest professional sales representative in Europe.

He started out in sales as everybody. Not knowing anything of it. But within a couple of months, Adam doubled then tripled his results on the field of cold sales when he began studying the subject of effective communication and sales.

In less than 6 months Adam was the best sales person in his organization. With two times the results as his colleagues. By the end of the year he became the top producing sales person in his industry on the whole continent.

With a rapid growth like that he was acknowledged as the top producing sales rep various times by various organizations all around the planet.

Became a seminarist and delivered over a hundred lectures up to date about psychology & communication and effective sales to upcoming salespeople around the globe.



