

-The Basic Sales Pattern-

Instant Training by Adam Vizler

(BASED ON the **Definitive Cold Sales Course**)

Create Contact

Or in other words create rapport. But of course, for rapport you must contact someone first. Then simply build on this newly found relation to generate trust and liking towards yourself.

Handle any antagonism and Black PR or Sales Resistance

This is crucial, if there is any antagonism or Black Propaganda (fake bad news) about you, your product/service or company, a prospect will not listen to anything you say! This step is often skippable as there is nothing to handle.

Find the prospect's problem/goal

This is where you find the prospect's motivation to buy the solution. What issues is he having? What is he trying to solve? What is he trying to achieve?

Increase seriousness

At this point you take whatever that came up in the previous step and you must make it seem more serious than the prospect realizes it. Often prospects are trying to downplay it. But in reality, the issue/goal is more severe than what they are showing you! Once the "weight" of the problem/goal is increased, so will the urgency and necessity to improve it will increase!

Do Marketing

This is where the salesperson explains the product/service. Makes the product/service (or in other words the solution) more logical! Show/explain the solution in a way so it “makes sense” for the prospect.

Selling

Or creating “emotion”. Do it in any ways you can! Tell stories. Motivate the prospect. Become enthusiastic about the solution or get the prospect to imagine himself without that “issue” he is having. Or imagine himself having achieved that “goal” he is trying to get done so badly!

Close

This is where the salesperson asks for the close and gets the payment. Or gets objections instead of money (but do not worry, he will not go hungry if he knows how to handle them)! After handling the objections, the salesperson should be in the “green” to get the payment.

Bonus: Upsell

This is the point where the salesperson upsells the prospect. Gets the prospect to buy even more! A better version, or additional gadgets that relate to the original purchase.

For Your Information: This is a “rough” pattern that I’ve been using successfully for years. This simple yet usable system will automatically move your prospects towards buying each and every time. How well does it work? The system does 50% of the work. The other 50% must come from you, your talent, skill, experience and aptitude. To get your skills up and running to its maximum potential, you are invited to check out my whole course about Sales. The Definitive Cold Sales Course.



For more INFO head over to www.competentskills.com