

The Sales Pattern

The sales pattern often changes a bit when I refer to it. Sometimes because a step can be skipped (hadnling), sometimes because I call a certain step in a different name. Or because I merge 2 steps into one, or separate one step into 2. Depending on the situation.

But all in all this is the sales pattern that ensures the most amount of customers possible:
Here are the steps and names of the steps (or possible names)

1. Contact. (or **Contacting** or **Rapport** or **Get In Touch**)

Optional step: Handle. (or **Handling** or **Fix Misunderstandings**)

Optional Step: Qualify

2.Pain (or **Goal** or **Pain/Goal** or **Problem** or **Problem Finding** etc)

3.Urgency (or **Increase Pain** or **Seriousness**)

4.Marketing (or **education** or **Logic**)

5. Selling (or **sales** or **emotion**)

6. Closing (or **close**)

Optional Step: Upsell

So as you can see, the sales pattern can be 5 to 9 steps.

Depending on what you are selling and to whom you are selling. Sometimes you are selling products/services where a Handle step is almost always required to fix miss understandings regarding the product or industry, so you would work that into your pattern.

Sometimes Qualifying is not needed at all, as you are selling a product/service that can be useful for everybody as offered at a very affordable price.

Sometimes Upsell is skipped as there are no further products you can sell or accesories that can go with your product or service. In these cases you can replace upsell step with asking for referrals (other prospects).

Sometimes you would work "referrals" into your sales pattern as a step 6 or 7, to end every interaction with buyers through getting more prospects.

Sometimes step 2 and 3 (pain and urgency) are together, just because there is not much to do on increasing the "pain" or "motivation" of the prospect to buy. As they are already very motivated, or because they would buy regardless.

IT IS UP TO YOU. What you work into your sales pattern is up to you, and up to what product you are selling and to whom! I know this is complicated. But really think about it,

and make a sales pattern that you like and can be applicable.

Dont add things into it that are unnecessary. Dont leave things out of it that are important or vital for success.

Lastly, a comment. Step 4 and 5 (Marketing & Sales) are in that order for me as I found it to be more effective to educate a prospect first, then build on his emotions.

Many sales gurus out there recommend the other way (sales first, marketing after). Meaning build emotions first, then educate and build understanding. Again, it's up to you which sequence you go with!

As a recap:

Contact Step's purpose: To get a conversation going, and some rapport (trust and liking) with the prospect.

Handling Step's purpose: To fix any biases, misunderstandings, wrong conclusions, past injuries and grudges so that the prospect gets into an open mind and can really hear you out.

Qualifying Step's purpose: To make sure you are talking to some one who is the decision maker, who has the money to pay and who needs or wants your product.

Problem Step's purpose: To find the problem or goal that your product would help the prospect with.

Urgency Step's purpose: To increase the pain from the problem or from not achieving certain goals. With more pain, there will be more motivation to buy.

Marketing Step's purpose: To educate the prospect on what you can achieve with the product and how. So it makes sense. So it becomes logical to get the product.

Selling Step's purpose: To create emotion towards the result that the product can achieve for the prospect.

Close Step's purpose: To handle objections and any issues or challenges in getting the product for the prospect.

Upsell Step's purpose: To maximize profits by selling more related products. As the prospect already bought, its easier for him to double down on his commitment now and buy more.

-Adam Vizler – Definitive Cold Sales Course