

Grant Cardone Training

SELLING

- selling is for me
- selling impacts everyone
- determines survivability
- you have to be able to convince others of your opinion
- selling is used everyday by everyone
- selling is a way of life
- you need to know how to negotiate in life
- getting other people to like you is selling
- you want to get to other people to please you
- selling is the action of persuading or influencing another to some course of action to the acceptance of something
- this impacts everyone
- selling is anything that has to do with convincing, persuading, negotiation, debating, etc.
- if a company doesn't sell enough they will fail
- think of any action in life and someone is selling something
- learn everything you can about selling
- selling is essential

COMMISSIONS

- you shouldn't be insecure about your ability to produce
- the only way to keep a job is to produce
- the payment for getting your way makes you feel good
- money is not the only commission in life
- some of the greatest achievements in your life will have nothing to do with money: recognition, raise or promotion, gaining new friends, getting votes, the "Rush" of closing
- your entire life is a commission!
- commissions are a reward for what you are doing in life
- there are no guarantees in life
- if the company collapses, your salary goes away
- what is safety
- the best things in life are not free
- the best things in life come as the result of something extra that you do
- everything positive in your life is a commission

- true love is merely a commission for finding, caring for, and succeeding with the right partner
- there is no guarantee you will be loved
- nor is health a guarantee, it's a commission for taking care of yourself
- children are a commission of sorts, it's a result of your efforts

VOLUME and PROFIT Part 1

- everyone is paid on volume and profit
- you can call it a salary to feel good about yourself
- the first people to go are the salaried
- the moment you don't do your job, your position gets wiped out
- the first people that go away are the people on salaries
- that's why it's good to think in terms of commission
- the more you produce, the more that you get paid
- the sky is the limit if you can perform
- you have to perform differently than the majority
- the money is where the volume is
- volume is critical
- hit the numbers that others cannot achieve, and you will be rewarded
- the more that you produce, the more you get done, the more you sell, the more you will be able to get done!
- confidence comes from sales
- confidence is also a commission
- you will need confidence to get the money
- produce more than other people and you can name your ticket

VOLUME and PROFIT Part 2

- you want commission and gross profit working together
- don't think that you aren't responsible for gross margin... that's a misnomer
- each transaction has to generate profit
- if there isn't enough margin in your volume transactions, they are going to shut you down
- companies fail because of the inability to sell products in quantities great enough at prices high enough
- you have to be responsible for the profit and the volume
- commissions are great
- create more action

- improve your approaches
- have a great attitude
- if you want a guarantee or safety net: learn your trade, master it, keep learning it, commit to it
- never depend on a salary
- do anything to produce at high levels
- commissions are a way to achieve unlimited amounts of commercial productions
- people that own this planet are on commissions

SALES PEOPLE DRIVE ENTIRE ECONOMIES

- salespeople drive entire economies
- people say "I'm just a salesperson"
- he does not understand the importance of his role
- professional career sales people are critical to everything
- without sales everything would stop
- sales are what writers are to Hollywood
- selling is that last great free enterprise opportunity, where an individual can work for themselves, and make themselves successful
- anyone can become a salesperson
- there are no such thing as a born salesperson
- you will be rewarded beyond your dreams
- you will never be without work
- you will never be without money
- this is needed more than any other thing
- businesses can get receptionists, bookkeepers but they NEED production
- ideas need to be sold
- you need to learn to control the sales cycle
- no need for anything else if there are no sales
- the economic engine of world is sales
- businesses are driven by salespeople moving products
- your job is very important
- be proud of being in sales

THE GREAT SHORTAGE

- for thousands of years wealth has been amassed by salespeople
- the world isn't coming to an end, the opportunities are still happening
- don't be short sighted

- there is a vast shortage of highly committed, highly dedicated, great salespeople
- this is good news for those that commit to greatness
- become great by being committed to the profession, coupled with a desire to be great, and have the dedication and willingness to learn
- you are only limited by your imagination
- it takes the same effort no matter how many zeroes
- if you become great, you can decide what you want to sell, what your schedule is, where you live, how much you make
- you'll think different and act differently
- great salespeople get different results
- nobody is born a salesperson
- nobody gets there by luck
- great salespeople do not have limitations on their income
- their income depends solely on their ability to create customers, to make themselves known in the marketplace, to get agreements from people, to product sales, and to produce those results over and over
- very few people actually take the time to master the art of selling
- there's no replacement for knowledge
- the amateur pumps themselves up
- the pro knows his game
- he who knows what he is doing doesn't have to be enthusiastic... he is enthusiastic
- when you know something, you can predict
- prediction is one of the first indicators of becoming a pro

COMMITMENT

- you need to be convinced to be great
- make that decision to be a master
- take your commitment all of the way
- devote oneself completely to something
- if you are mediocre, you made a decision to be that way
- devote yourself to a career in selling
- eliminate any other options
- make a final decision to commit to one thing
- commitments cannot take place without an action to follow
- if you commit without doing anything, it's a prayer that won't be answered

GREENER Pastures

- eliminate all other options
- if you think the grass greener in other locations, companies, vocations etc.... you will keep dragging your noncommittal self around the country
- the lawn has to be mowed everywhere
- weeds grow in every field
- commit and fortify yourself
- greener pastures are green because somebody committed
- when you neglect anything, you will start to dislike it
- then you start looking over your shoulder
- get committed to your career, and being great
- when you commit completely, you will see results immediately
- commit to whatever activity you are endeavouring in
- fanatic - someone who is insatiable about their commitment to get something done
- wear something that reminds your commitment level
- to the degree that you are not proud of your job and your company, you will not be successful
- the career that you're in is never the problem... you are
- Grant reached the 1% through complete commitment
- once you commit, everything will change for you.
- burn the ships

THE POWER OF PREDICTION

- one of the first indicators of moving from amateur to professional
- start taking notes on every exchange you have with customers
- study your notes afterwards
- review like a football team reviews the game
- to predict is to know what's going to happen next
- you start to know what people are going to do and say
- everybody has this ability in different areas of competence in their life
- this relates to sports a lot
- most situations are similar
- customers can be different, but certain things are the same
- you can start to identify objections, complaints, and stalls before they come up
- with prediction, things start to slow down on the field and you can see the play before it happens

-Wayne Gretzky is a great example of this
-prediction is the great unknown and unrecognized asset for the career professional

-you get it by

1. Commitment

2. Research and Observe

-successful people are always time sensitive

-you will come up with ways to handle things when you can predict

-you will handle people without thinking about it

-how do you get the skill of prediction?

a) observe

b) record

Pay complete attention and log it

-on emotion

-no blame

-look for patterns

-when you can predict you become a pro

THE ONLY REASON YOU WON'T LIKE SELLING

-there's only one reason

-it's not because you've been rejected

-it's not because you're lazy

-it's not because you don't like people

-the only reason you don't like it is, it's because you don't know what you're doing

-if you don't like it, it's because you're not winning, if you're not winning it's because you don't know what you are doing

-a salesman who can't sell and close is not going to like selling

-why are you prospecting, getting there early, cold calling, getting back to people, if you can't close

-as management, if your people can't close a deal, it's because they don't know something

-if you fall off a bike (board), you aren't going to want to do it over and over

-when you don't understand something, you're out of control, if you don't have control, you aren't going to get results

-don't ever buy the idea that you aren't cut over for selling, and that you aren't motivated

-COMMITMENT comes BEFORE UNDERSTANDING

- there are answers for everything
- most people quit because they are convinced there are no answers
- this program is perfect because you search different areas
- 1.commitment
- 2.observation
- 3.intense training
- this training gives you answers to everything that will ever stump you in sales
- you have to drill and rehearse
- there is more closing info in this course that you can imagine
- you will use selling in all of your affairs to get what you want in every area of your life

SELLING YOURSELF

- this is a critical and unavoidable fact if you are to become great at your trade
- this can be used to monitor results in your career
- if you're not selling, to some degree, you're not sold on something
- if you're sales are slowing down, something is happening
- you are unsold on what it takes to get results
- if you have excuses, you are not completely sold
- you have to sell yourself on what it is your selling
- make it the most important sale of your life
- keep reinforcing your product, your service, yourself
- convince yourself that everything you are doing is superior
- this one point is so important to your success, it cannot be negotiated with
- you have to be so convinced about your position, you won't consider any other logic
- you know there is no better deal out there
- others will try to sell you on something else
- you have to get so sold that you won't allow the thinking of either to penetrate your beliefs
- if it's true for you, it's true
- even if you are asking for more money, if you are completely convinced on the product, you will succeed
- get sold

- make a list of all of the things that make you different and unique in the market
- confidence is the key to selling

BIO-SUL

- completely removes all logistics constraints when it comes to sulphur
- vastly improves seeding efficiency
- agronomically superior
- contains biological activity
- doesn't require storage
- lowest cost per pound sulphur nutrient on the market

CONVICTION IS THE MAKE/BREAK POINT

- until you become convinced of the value... others will never agree with you
- we are in the information age now, everyone has it
- very few of the people that are googling actually have conviction about what they are looking at
- "conviction" is a firmly held belief
- convict: to conquer
- a sale is made when your conviction and belief about something is stronger than another's
- it's not about the product to service...it's about your conviction
- how do you counter other people's conviction
- Alexander Graham Bell was told he was crazy when it came to the telephone
- it's only impossible until someone makes it possible
- all the things in the modern world were at one time considered impossible
- it's promoted that you should be reasonable
- to achieve greatness, you have to be unreasonable
- this is about you becoming great in your field
- you have to be completely convinced on your product, company and yourself
- maybe you have let your certainty to waiver at times, just enough to shake your certainty
- find out what that is and root it out
- when you believe it's the right thing, you will sell it

- this is a way to build conviction: why should anyone go into debt to buy our product? why should they buy our product for more money than someone else? why should they choose our company?
- if you aren't sold, you aren't going to have answers
- if your conviction is high enough, it will become irresistible to others

THE 90 DAY PHENOMENON

- sales people can stumble after 90 days
- management will say that he got lazy
- something happened to reduce activity
- lazy is not the right answer
- management might say he got too smart
- how do you get too smart in 90 days?
- here's what causes the 90 day phenomenon
- caused by an individual being told to do something he/She no longer believes in
- as he goes along in his process, he is picking up data that what they are doing is wrong
- maybe you picked up some information about the product not working the way you want
- maybe you didn't close a deal
- you start using the wrong answer and continue to use the wrong answer
- you start getting bad advice
- the 90 day wonder is no longer sold
- or you are sold on something else
- this is when you stop selling
- not selling is a form of selling
- "I could never be a salesperson"- okay you sold me
- something impacted you to the point where you aren't motivated
- when production drops, the first thing you should look to do is to get revitalized on the product, company, service, mission
- go back over all the ways the product is superior and benefits others
- look for counter intention, disagreement and false information that is affecting your production
- go back to what was working.
- set the negatives aside, look at where you were sold
- sell yourself all over again
- put your attention back on the positives

PUTTING YOUR MONEY WHERE YOUR MOUTH IS

- do you own the product that you sell
- your actions speak louder than words
- this is a major difference between a salesman who is completely sold and an amateur
- if you won't buy the product, why would you tell somebody about it
- are you willing to buy it? would you consume it? would you sell it to your loved ones?
- you don't want to be a mercenary salesperson you want to be a service provider
- this will limit the products that you can sell
- if you are in disagreement with a product or service, you won't be able to sell it
- "that guy could sell ice to an eskimo" (why would an eskimo need ice)
- this would be unethical because an eskimo doesn't need ice
- there is no exception to this rule ever
- people are inclined to do what other people have already done
- to the degree you are sold, you will take action

HOW MUCH TIME DO YOU HAVE?

- the most powerful man in the world has 24 hours in a day to do what he does
- the richest man in the world has 3600 minutes in one day to earn his money
- the most educated man in the world has 168 hours a week to learn
- the greatest athlete in the world has 365 days to train
- how much time do you have?
- when people say they don't have time, GC doesn't buy it
- it's not true, it's not real
- the average person in the US watches over 3 hours of television a day
- that's 67,500 minutes
- how many phone calls is that?
- if every phone call was 3 minutes, you could make an extra 22,500 phone calls in a year, or 1,875 calls in a month, or 75 calls per day
- if you only did a portion of that, you would reach the top half of the 1% in the country
- you are lying to yourself if you tell yourself that you don't have enough time
- the fact is that you have the same amount of time as everyone else
- if you don't know how to use it, that's a problem
- if you don't know how much time is available, that's a problem
- if you agree that time is money, then your time should be treated as inventory
- how much time are you using on wasteful events that don't create production?
- how are you using your time?
- maximize every minute of every day by taking time and leveraging time
- time is money when you are producing, or when you are doing nothing
- anyone can be at the next place, you can only get there by using time wisely
- replace wasteful activities with production
- figure how much time that you have

4 DEGREES OF ACTION

- you can never take enough action in your life
- it will never get you into trouble in your life (unless you take the wrong kind of action)
- this is the best thing to do when you are in trouble
- you can get into trouble if you aren't doing enough

1) Right Action

2) Wrong Action

3) No Action

4) Massive Action

- this is the one that you want to live by
- it will make you successful
- no matter your skillset, it will allow you to product at a higher rate than others
- if a person less talented than you takes 100x the action, they will beat you in the marketplace
- this is the single most important thing that GC has done
- the one difference is massive action, the fourth level of action
- never put your trust in one solution
- over commit to a number of solutions so you are never out
- take massive actions in the marketplace
- get creative
- if you want something bad enough, you will have to persist with the right amount of action
- whatever you are doing, if you thought it was a good idea to do, do it big
- if you want to throw a party, do it big
- that's how you make connections in the business world, it's meeting people you don't know, not just people that you do know
- go massive or you will be passive

MASSIVE ACTION = NEW PROBLEMS

- how do you know that you are taking massive action? New problems will appear

- salespeople will make a few calls, send out a few emails, then sit around and gossip
- when you are doing sales activities, you don't want to stop
- if you are working the phone the way GC does, you know the phone doesn't do anything, it's the person on the phone doing the work
- GC never sits down and do one call
- GC sits down to make 40
- GC does it with enough veracity and quantity, that he is guaranteed to get something in return for his actions
- let's say you are looking for appointments, if you to take enough action, that it should result in a new problem
- get on the phone, get an appointment, 2 pm the appointment doesn't show
- make enough phone calls until you have more than 1 person showing up at one time
- fill the place until people don't have enough room to sit down
- GC don't mind problems, just the right problems
- big problems, not little boring problems
- never worry about the wrong things..focus on the good things
- doing too much will not fail you
- doing too little will always fail you
- go big and go bold and then do it some more
- you gotta go to work to work
- you don't want to deal in small numbers, small money, small love
- deal in big numbers, deal in massive action, and you will get whatever you want!

PRODUCTION YIELDS HAPPINESS

- most people don't get enough in life because they don't do enough
- production builds confidence
- production creates security
- production gives a sense of hop
- decide to produce something!
- mow the lawn, wash the car, take out the trash, produce it in massive quantities and it will result in your happiness
- this is a basic tenet in every religious, ethnic, and economic group on this planet
- man feels better when he is producing
- the more you product, the better that you feel

- money will not make you happy
- in selling, massive action is that one thing that will guarantee you increased success more than any other single thing that you do
- if you throw a pebble in a pond, you get a ripple and then it stops
- if you pound a pond with mortars over and over, you will create a massive wake, and everyone will come to see what you are doing
- in the sales arena, massive action is like Led Zepellins Stairway to Heaven
- the sales gods will reward you with trophies, trips, rewards, money, and the guarantee of a consistently higher level of income
- your fellow salespeople however may praise you only with criticism
- they may say that you are working too hard
- consider their comments suppressive
- this means you are on the right track
- when you are getting criticism from the mediocre, you are on the right track
- these people have given up hope of having an extraordinary life
- how much mediocrity can you handle? Look around.
- you will have higher taxes, you will be working more hours,, you will have more customer complaints, you will have haters, these are all good problems
- go get some new high quality problems and get rid of the boring old problems

The 10X Rules

- if you take massive action; (10x) the amount of action you think it's going to take to get something to get done, you are guaranteed it will happen
- if you do this you won't need hope or prayer or crossing your finger to get it done
- if you think your luck is bad, you need to take massive action
- you want so much in your pipeline that people cancelling their appointments is a blessing
- take 10x more action than you are right now
- you will have no time for misfortunes
- don't ever think that you are safe if you aren't taking enough action
- you are going to start collapsing from the little things if you don't take enough action
- don't be reasonable
- this might sound crazy, because everyone has been convinced not to do much, it has created the middle class

- you want to be insane with the amount of action that you take
- you don't need two shots of tequila to get there
- you don't have to be insane to get there, you just have to act insane
- do whatever it takes
- once you are greatly successful, people will look back and say, wow they went all the way
- take the right amount of action and follow it up with more action
- get unreasonable!
- you will reach heights you never dreamed of

WORK YOUR POWER BASE

- you are putting too much attention on selling to people you don't know, instead of people that you know
- don't neglect the people that have done business with you and want to do business with you
- most business people wait for people they don't know to do business with them, while ignoring people that they know
- everyone has lines of influence
- not working your power base is a violation of creating power
- most sales people violate this and overlook this in their careers and it keeps them smaller
- everyone has a power base, it's the people that are familiar to you (family, friends, relatives)
- the easiest sale you will ever make is people that know you, trust you, and like you
- you have a fan club, you need to identify who they are
- work it, use it, mine it
- your power base is going to be people that would like to hear from you, what you are doing now, how is your family
- don't abandon those people in your power base
- don't start from scratch
- you can do a lot with your power base that you can't do with a new person
- you could get people to sign something they don't even know what it is if you build up enough trust
- you can't do that with something they didn't know
- you want to start contacting your power base
- think of yourself as the centre
- the closer you are to the centre, the easier the sale is going to be

IMPOSE ON THEM OR HELP THEM

- the question of imposing always comes up when working your power base
- if you can't impose on the people that you know, who can you impose on them
- remember your purpose
- get rid of any reservation about approaching
- 7/8ths of your life is at work
- people want to know what you are doing
- someone is going to sell your uncle
- they want to help you as much as you want to help them
- you are in sales: people have problems
- family has problems as well as other customers
- family, friends, associates, employers, employees should be buying your product
- if you love your product and fully believe in your product, and you are in connection with your power base, you are going to be selling
- take massive action on your power base
- someone will automatically tell you that they know someone that need this
- phone call, email, text, video, personal visits
- if you have a problem with imposing on people, you have a problem not only in sales but on planet earth
- people use clothes every day for example
- 10 of your friends times 3.8 average people in a household equal 38 people
- make contact and collect information
- be creative!
- do it in massive quantities
- a little imagination + massive action is a recipe for success
- the only mistake you can make with a power base is to not contact them
- make the list, collect the data, make the contact
- they want to help you
- GC called up a guy that used to beat him up in high school, 20 years later they laughed about it, the guy came into his office and bought something
- it's easier to sell a past enemy than it is to sell a stranger
- gaining market share is what you want
- the competition will take it if you don't

- add this to an emanating, enlarging circle that starts with you
- pound on it with mortars until you change the landscape of your financial situation

CAPITALIZE ON THE EASY SALE

- the people that you have already bought your product are the easiest sales to make
- you already know their hot buttons
- you already have a relationship
- you know them, they know you
- you know their habits
- there is trust there
- people get comfortable with their habits, even bad ones
- if you know how a customer has bought the last three times, at least you know, and that customer will continue to act out of habits
- better a customer with a complaint than a new customer
- it's an opportunity to turn a complaint into a success
- all customers with complaints immediately go to GC
- why would the executive want to deal with complaints?
- complaints are one of the most overlooked opportunities for increased sales
- use problems as a way to create opportunities!
- when you have a customer with a problem, you have an opportunity to get a better customer if you can fix it
- problems=opportunities
- people find comfort in familiarity
- people want to do business with people that they know
- they are more comfortable with what they know than what they don't know
- customers love it when you already know what they expect!
- it's unbelievable how many people don't call after the sale
- do you think that customer is done buying?
- you won't be the person that sells the customer for the last time
- the question is whether you will sell to them the next time
- stay in touch
- this is your business
- never neglect former customers
- if you want to guarantee future production and a long happy career in sales, stay in touch with your power base

- wine them dine them send them presents
- keep as much attention on the people you just sold as you do the people you want to sell next, and in this way, you will build a very very powerful power base

THE FIRST RULE OF SELLING

- always always always agree with the customer!
- this the most important, most basic, and most commonly violated rule in all of selling
- if you want agreement,.. you have to be agreeable!
- this is not about "the customer is always right"... they are not always right
- right or wrong though, agree with the customer
- agree while you are in the negotiation
- never expect people to agree with you if you are disagreeing with them
- people move towards agreement
- this is about core beliefs
- these are people that you conjugate with
- those people that you have the most agreement with, you want to spend the most time with
- opposites don't attract, especially in a sale
- the like is born out of agreement
- I like you because I agree with you
- when there is not enough agreement, there is not a sale
- the truth it, it takes one person to agree, and there is no conflict
- if you agree, the disagreement is over
- agree with them even if they are grossly wrong
- obviously he doesn't think he is being ridiculous
- if he thinks it's black, and you want the sale, you need to see from his viewpoint why it's black
- if you object to his point of view, you will never get to the close.
- once you have agreed, then you can move ahead
- agree with him first,
- it will open them up to a new level of thinking
- agree, acknowledge, make the other party right, then close
- there is no other single rule that is violated more by salespeople
- man is inclined to disagree especially in the west to satisfy his glutinous craving to be right
- you don't want to be right, you want to get something sold!

THE AGREEMENT CHALLENGE

- it's best if you practise with friends, family, and work associates
- you can even record this
- practise handling other people with agreement first
- try to agree with everyone you talk to for 24 hours
- guaranteed you will not make 3 hours
- try it with everyone
- if you find yourself disagreeing with someone, you have to start over
- try it with your kids!
- agree first, then get the close later
- try it with your spouse!
- once you agree, it becomes possible to suggest other things that might be more suitable to your desires
- there will be no disagreement in these cases
- try it with clients
- agree that it's a lot of money, explain this item is going to last a long time, you have to have it eventually, etc etc
- agree and then offer the buyer their own solution
- don't try too hard to fumble around and fix everything for them
- the agreement drill.... see if you can
- agree agree agree

THE AGREEMENT DRILL

- the ability to agree with the customer is senior to all other rules in selling, even closing
 - if you disagree with someone before you get to the close you risk ever getting to the close
 - show me the top people in the industry, they are the best agreeers
 - salespeople are always swimming against the current by disagreeing
 - most salespeople drown from exhaustion by fighting through all of the objections
- 1)Start the sale from agreement
 - 2)continue to agree throughout
 - 3)make the buyer right
 - 4)close

AGREEMENT VOCABULARY

- you're right

- I'm with you
- I agree
- I'll work it out
- I understand
- I'll make that happen
- done
- regardless of how off base your customer is, it is critical that you agree
- it's not manipulation
- you should be willing to agree so that you can help people
- it's an attempt to get along with people
- if you need to be right selling will be difficult for you
- can you shift your viewpoint long enough?
- agree with your spouse
- agreement is understanding
- don't add your opinion all the time
- by establishing basic agreement, you are creating the opportunity to help the buyer purchase your product and service
- if the focus is on disagreement, it's not on service, quality, the product, your company
- write down your objections
- come up with the agreement responses
- i.e. I only have 10 minutes
- you are spending 10 minutes saying you don't have 10 minutes
- agree, and get started right now
- start the relationship with agreement, so you have time to talk about your offering
- write down your 10 objections
- prepare your response
- you should know these
- become aware
- write down your agreement answers!
- write down a segue to the solutions

TRUST IS CRITICAL TO THE SALE

- in getting trust, you will increase your effectiveness
- because of a handful of unethical salespeople,, consumers are skeptical of sales people
- it keeps people on guard
- you need trust to ever get a decision

- regardless of the cause of distrust, it's critical that you are aware of that, and that you tackle that
- distrust is not the buyer's problem, it's your problem
- the buyer will make a decision
- when they leave and don't do something, it's not the decision you want
- the decision to "shop" is always caused by some level of distrust
- if the buyer had full and complete confidence in you and your company, they would buy now
- a salesperson always gets a decision, whether it's the right one or not
- a lot of unfavourable decisions are made because of a lack of trust
- this is going to add time to the cycle
- when a salesperson understands the mind of a buyer, you are stepping into opportunity
- the unspoken thoughts of the customers are an infinite field to look at
- look at what is behind the scenes in a customer's mind
- you will move from painting to being an artist
- think about what is really going on
- trust is critical
- if you don't get the sale, there is distrust
- every decision is a decision
- you have to build trust
- no decision is a decision, and it has something to do with trust!

CUSTOMERS DON'T MAKE SALES, SALESPEOPLE DO

- you and your organization will make or break the sales
- no customer makes the sale, it's the salesperson's job to make the sale
- it's the salesperson's job to create that trust
- it's always up to you, never them
- if you don't understand why a customer acts the way they do, you'll never make it
- people are run by their minds, understand it
- most salespeople blame their customers
- it's crazy to talk behind your customers' backs about them being cheap for example because you are passing along the responsibility to them and the truth is, you are responsible
- it's easier to blame the customer
- if you can't sell, it's your fault
- when you turn responsibility over to someone else
- low responsibility = low production

- people don't buy because at some point you didn't take enough responsibility for the selling and the buying ... take responsibility for both
- if a customer comes in and says he's not buying today, you should say that if he doesn't buy today, it your own fault
- take responsibility for the selling, buying, managing, financing, etc. in order to get the job done
- don't think just about your role
- think about getting the whole job done, whatever you take
- "I'm not buying" is a reactive response
- the only thing that a buyer should have to do is give you money
- this indicates a lack of trust
- it's vital that you understand that while the buyer is wary, the buyer also has a distrust of his ability to make a decision
- you must be understanding of the customer that communicates distrust
- know that distrust might not have anything to do with you
- they may have had bad experiences in the past
- you can't sell people if they don't trust you
- trust is a reliance on the integrity, strength, ability or surety of a person or thing
- hope is a form of trust
- take responsibility for both roles: buying and selling, and you will see your trust level go up!

CREDIBILITY

- distrust causes loss of credibility, increases the cycle time, reduces your chances at the sale, and reduces margin
- you can be trusted, and still lose credibility
- i.e. if you are always running back to check (I'm not sure, I don't know, I'll have to get back to you)
- credibility is critical to appearing as a professional to build trust
- i.e. not quoting the right price or giving the right details
- if an element of distrust exists, its going to hold you back
- once you get trust, you have to appear credible
- you could get credibility, and the buyer might have some misinformation and those two things will collide, therefore losing credibility
- no trust equals no sale, no credibility equals no sale
- we are talking about getting beyond a place where we are looked at as more than a salesperson, we are looked at as a professional
- know everything there is to know about your field

- without credibility you lengthen the sales process, make yourself less valuable, and you will get shopped around more
- this is about making you a master of the art of selling
- whether you are the janitor or you own the company, you need credibility to make the sale!

PEOPLE BELIEVE WHAT THEY SEE, NOT WHAT THEY HEAR

- have you ever had a buyer not listening to you?
- this phenomenon occurs because the buyer assumes that he can't trust you
- people will take something out of a paper, because they believe it to be true
- always have your presentation in writing for the buyer
- it's going to make you more believable
- people believe all kinds of conspiracy theories, as long as it's in writing
- if you look at the tag, then and only then you believe the salesman in the clothing store
- you believe what you see not what you hear
- show it and validate it
- it makes what you are saying credible
- the rule of thumb is: assume that your buyer doesn't believe what you say
- there are many reasons for distrust, and it is necessary for you to know what they are
- the buyers are usually drawing off of their own experiences
- we don't know what their experiences are, but you can bet they are drawing off it
- validate it with data
- so what if you are honest, if you put it in writing it's better
- your job is to be credible and trustworthy to the customer
- regardless of how honest you are, it becomes intensified
- show them
- they are worried about being ripped off by some earlier salesperson.
- if you write down a story, tell it to another person, and they tell it to another person 10 people down the line, guaranteed the story that the 10th person writes down will be different
- if you give them the written story, it will be the same

USE THIRD PARTY DATA TO VALIDATE

- third party data validates you and your presentation
- when you are documenting facts for your customer, it is always preferable to use third party data
- it's more acceptable than your own opinion
- people believe what they see, now that they hear
- always write down what you've said
- use third party data whenever possible
- you don't want to shy away from contracts
- don't worry about keeping the contract away from the buyer
- don't be scared of contracts
- you don't go into a military operation with tools and supplies
- use evidence
- we aren't running a criminal operation here
- you are a professional salesperson that will solve their problems when you serve them
- give it to them in writing and use data to validate
- show them proof
- keep an evidence manual
- testimonials, facts, research
- you have to work on being prepared to build the credibility
- why do people shop? Distrust?
- when showing them the competition, show them in writing
- when you know you have the best price, the best service, back it up with documentation
- all of these things will help close the sale
- people believe in the written world
- "show me the money"?
- customers are screaming "show me the data"
- show the proof to the buyer and anyone involved in the process
- with the abundance of information available to people today, today's buyer is more dependent on facts
- don't tell me, show me
- note that an informed buyer is always better than an uninformed buyer, for the reason that an uninformed buyer cannot make a decision
- when data is missing, customers get emotional
- when people get emotional, they get irrational,
- when people get irrational, they do dumb things

- you want people to be rational during the close
- a professional buyer is much easier to sell
- most salespeople think they would rather an uninformed buyer
- uninformed buyers will make an offer way to low
- keep things credible
- keep people logical
- provide them with good data
- information builds credibility, credibility builds trust, trust helps makes the close

Tips on Using Information to Build Trust

- never sell with words, only show documentation
- never negotiate with words, write the negotiation down on paper
- never come with words, use a buyers order
- never make verbal promises, put assurances on paper
- more data is better
- keep your information current
- have written information available and ready to access
- use third party data when possible
- have information accessible in real time
- use computer generated data whenever possible
- if the buyer wants to do their own research, encourage them
- make all competitive advertising fully displayed in your office
- this way the customer doesn't have to go out and look
- why have the customers shop
- use these tips to build credibility, and have the customer make a decision with you now rather than shopping with someone else later

A Great Attitude is Worth More Than a Great Product

- people will pay more for a great experience than they will for a great product
- everyone wants to feel good, be acknowledged for being right, to be smiled at
- people want to feel good!
- people spend most of their life just trying to feel good
- man is going to be moved by positivity, more than a great product

- great attitude plus great product becomes unstoppable
- a positive attitude is 1000 more times valuable than a great product
- people spend a small amount on the necessities of life, and blow an inordinate amount of money on feeling good
- it's easy for a buyer to say no to a product and a company, but very difficult to say no to a positive person
- when something makes you feel good, you want more of it! (whether it makes sense or not)
- people continue to seek instant gratification to make themselves feel good
- this explains poverty levels and debt levels
- with all of the negativity and bad news that the media disseminates every day, it is SO REFRESHING to meet somebody that is positive, provides solutions, smiling, laughing, not taking things personally, agreeing
- a great attitude is contagious
- that kind of level of service is what will get you separated in the marketplace
- you have to be on your game, know your product, and take massive action
- however if you take massive action with a bad attitude, you will just make a train wreck in the market
- GC wants his wife to be happy....
- people will pay more for a great attitude because they are positive
- if they can make sense of the money, they are more likely to do it with someone that is positive
- be positive
- attitude is senior to everything
- you will like yourself more if you are being positive
- people will be easily attracted to you if you are being positive.

TREAT THEM LIKE MILLIONAIRES

- if you want to be a millionaire, treat your customers like millionaires
- whoever you are dealing with, treat them like millionaires
- treat people like you want them to act
- even if they don't have money now, if you treat them like a millionaire, when they get money, they will spend it with you
- attitude is more important than product or price
- human beings, when treated a certain way will act a certain way

- because of a positive can do attitude, you can change his mind later in the close
- in the scenario where someone comes in and says they want the truck for invoice.....
 - a)tell me what you want
 - b)tell me why you want it
 - c)let me be sure I have it
- "done"
- "no problem"
- "I'll handle it"
- people should be asking you... "why are you like this"
- went through the demonstration
- sit down in the close, treating him like he is worth a million dollars
- putting all the chips on a great attitude
- showed him the invoice price of the truck
- showed him state taxes
- and then added another \$2,000 for taking care of him for the next two years
- sold him the truck for \$38,000, the tires were \$4,000, and GC said I'm \$2,000
- the customer paid for GC's attitude and service
- treat people like millionaires and they'll act like millionaires

DAILY ATTITUDE

- a great attitude cannot be shopped
- a price can be beaten
- a great attitude is priceless
- what if the whole team was happy? positive?
- think of different people.... are they negative?
- people will always act according to your attitude
- consistently when you positive
- persist through the negativity
- positivity will win out
- if you yell at someone they are going to flee or fight
- neither response in a selling situation are positive
- a positive attitude is contagious
- any disease is contagious can be caught by others, and so it is with a positive attitude

- you should learn the ability to shift and transform another persons attitude
- when you have that ability to change another persons attitude at will, make them feel better with what they do, you will no longer need to rely on your product being superior
- it requires you to have mental muscle
- one rep: GREAT
- one rep: SUPER
- one rep: EXCELLENT

Love it
no problem
be happy to
etc

These are the muscles to build with reps

- you don't know it, but you have a lot of bad attitude habits
- you have to shift to build that new muscle
- you can't just walk around talking about a good attitude
- your attitude precedes everything that happens to you in your life
- if you think about car accidents enough, they will happen to you
- if you think about the flu long enough it will happen to you
- fill you attitude with positive
- tv, books, audio : positive
- practise daily positive responses until that muscle is your only response
- this way you can handle anybody's negativity
- attitude is the salesperson's #1 tool
- it's the tool for your entire organization to bring products in quantities great enough at prices high enough for you to be sustainability and solve it
- the whole organization needs a great attitude

Attitude: A Product of Your Environment

- you are a product of all that surrounds you and your environment
- beliefs, people, television, papers, friends, movies, hobbies, interests, family
- to the degree that your environment is healthy is the degree to which you are going to be able to get that product out there in quantity
- every winter, the news people convince you that the flu season has come
- i.e. swine flu: 10 people affected and it's an epidemic
- these are merchants of chaos and it infiltrates into our society and cause people to be fearful and get negative

- the condition of your mind is going to have something to do with whether something good or something bad is going to happen to you
- the media does the same thing with decisions, and then everyone perpetuates the problem
- entire nations of peoples attitudes can be shifted from positive to negative so just a few can benefit
- television has been used to influence people
- production has dropped as TV, news, internet etc. has influenced people
- they disseminate 24 hours a day
- all of the bad news
- most mental and physical disease is of the mind, or psychosomatic
- i.e. the "placebo" effect
- in a case of the sugar pill, the efficacy is around 22% because people will believe it works
- when the whole world is going one way, don't lose your way
- stay positive when everyone else is freaking out
- if you can stay positive in these moments, you become the obvious leader of the group
- protect your attitude
- protect it from everything that could bring it down
- you may need to protect yourself from other people that would like to bring you down
- we all have these people in our lives
- attitudes are contagious
- a good one or a bad one are contagious
- don't allow mental trash to get dropped off in your space
- no negativity allowed
- GC has signs you can put up in a plaque... no negativity allowed
- your life, your happiness, your future prosperity, and your financial freedom depends on staying positive.

Attitude: Tips to Have a Great Attitude

- how to get a bigger paycheck: a better attitude
- so the question is... how do you stay positive?
- tips to have a great attitude:

- 1) avoid newspapers, television and radio: try 30 days
- 2) stay away from "can't do" people

- 3) get everyone in your life on the same page with where you are going
- 4) avoid drugs and alcohol, they have a negative influence on your mind
- 5) stay away from hospitals and doctors (they attract sick people)
- 6) no negative talk
- 7) start a negativity diet for 24 hours, see if you can make it

Get these tips into your life, and see what they do for you. You have to do something every day, because your attitude is vital and critical to your future.

GIVE, GIVE, GIVE

- selling is the act of giving
- we are talking about service, not just selling
- most people are too focused on the commission and what they are going to get, rather than what they are going to give to the customer
- you have to focus on what you are going to provide to the customer
- focus on what you GIVE... not just what you GET
- put your attention on the customer, not just the money
- master league greatness in selling is putting on a sincere desire to assist, help, aid, and service
- the best salespeople operate from this higher plane of service
- if you give enough in life, life will give back
- doesn't mean giving away your product or the lowest price
- this means giving the most attention, the most energy you have, the best attitude and the highest level of service.
- this is the assurance of more sales
- when customers ask for information, give them all that you can
- quick, fast friendly service
- this makes the buyer make them feel like they are being serviced, not sold
- this results in increased profits, increased sales, increased CSI, and shorter sales cycle
- shorter sales cycle: better gross margins
- service is senior to selling
- giving is senior to getting
- if someone asks you for water, you bring him the bottle, you open it, you add ice, and you bring it on a tray
- deliver beyond what they ask for
- give all of you to the customer
- give all of your attention, energy, suggestion, and information

- then find some more of you to give
- exceed the buyer's expectations

LOVE THE ONE YOU'RE WITH

- you gotta love the one your with
- always pay attention to the one you are with
- it wouldn't be professional if during the video GC was texting and surfing and doing other things
- it's no different with the customer
- if you chase two rabbits at one time, you won't catch either
- if you try to surf two waves at the same time, you are going to crash
- commit 100% to the one that you are with
- if you are taking a call or sending an email, don't allow for interruptions
- turn all of your notifications off
- give all of your commitment to that one opportunity
- keep your focus on the one person that you are with
- people feel neglected not only when they are buying but in life
- when people are spending money, and they can get a better price somewhere else, you want to give them complete attention
- give, give, give your full attention until you bring the baby home
- give 100% of you, your attention, and your focus to that deal, regardless of the quality of the customer, the odds of the deal, the complexity you are dealing
- treat customers like they will buy, and over time you will be rewarded with money
- get that discipline built in, be a genuine person, and be willing to serve people, not just sell them
- be a servant before you can become the master
- for a business to survive, for a business to prosper, you have to help people in order to survive
- take care of customers, exceed their expectations
- the people that are most successful are not the fast talkers, they are the most service oriented, who find the ways to pay attention, stop the phone, stop the texting, and give their full attention

LEVEL OF SERVICE

- ask yourself this question... are you a budget hotel, or are you the Ritz or the 4 seasons?
- if most of your customers are beating you to death on price, then your level of service is not obvious to them, otherwise they will be willing to pay you more
- you might resist this and use excuses
- why is there the different levels of hotel
- in the same town there is a \$600 hotel and there is a \$29 motel
- the more you are able to demonstrate the "service oriented" attitude, the more you are going to be able to win
- you still have to close, but service will make it easy, and it's the only way to higher prices, higher profits, and have less competition
- separate yourself with one item: higher levels of service
- don't be mentally stuck in this solution that price is the only way out
- a better product is not always the solution
- a buyer will pay extra for what? - great service
- and even if you have a great product, someone is going to knock it off
- i.e. Apple... someone else is going to do it
- if service doesn't exceed the product, you have a problem
- ease of ordering, convenience
- people will pay more for the service than they will for the product
- going to the client rather than the client coming to you is a great service
- GC sent out 14 emails for a watch... one guy came right to his house
- service sells... that means there needs to be a person attached
- providing people with options
- calling people back right now with urgency and intention- that's service
- sending notes, dropping by, big smile, full attention, running not walking, follow up before and after the sale, creative action in terms of what your competition won't do is service
- what do you get for a lower price?
- what do you get for a savings?
- if you had spent the extra money on service, you would get different value
- hundreds of companies are known for better service and higher prices
- thousands of companies are known for crappy service and lower prices and will be out of business
- elevate your level of service
- don't be competing with your competitor

- put your customer at a level of service that they don't shop you
- how much are you willing to bend over backwards to make your customer feel the service?
- problems are opportunities
- all complaints come straight to GC
- these are opportunities to separate yourself
- it's the customer's problem and every problem they have, you want to take care, so you can own the customer
- service is senior to selling
- look for every opportunity to service your customer

THE HARD SELL

- it's been said that you have to ask someone 5 times before you can get them to say yes to you
- whether that's true or not, most people don't buy the first time that you ask
- if you quit, it's going to be a no
- the moment that you quit asking, the deal is dead
- be willing to be a hard sell
- they aren't hard to sell
- you are hard to sell
- we are talking about pressuring someone
- if it's the right thing.... you should stay there until you get the deal
- be willing to be a hard sell
- everyone may experience a bit of discomfort
- most salespeople do not want to experience any sort of discomfort, therefore a lack of production
- you have to be willing to be persistent
- persist through the transaction to the close if you truly believe the product the service is truly right for the buyer
- that is what is meant by the hard sell
- if the person asks if there is pressure, the answer is don't confuse my passion and commitment for the product and the customer and the company for pressure
- when you hit the "hard sell status", you become so convinced in your product in your company, it's a disservice if you don't close
- if you want to make your dreams come true... everyone has dreams and wants to get rich...

- you are certain that your service is right for them, then you will need to insist on it, if you don't and you believe in it, then that would be unethical
- the willingness to stay in there even when it gets noisy is what separates a pro from an amateur
- most salespeople will run away from the hard sell
- most sales trainers or books won't talk about this place
- it's critical to get an understanding of this
- if you don't truly believe in your product and your company, that it's worth more than what they have in the bank, then you aren't going to be able to hit this place
- this is an art form where you become a master of your game
- you believe you product, service, and your company, and you know this is the right thing to do
- it's called the hard sell

Closing is Like a Recipe

- there is no way around that you have to know what to say, and it has to sound natural
- this doesn't mean you need to sound rote, no
- you need to get so comfortable that it's natural
- if you are making a meal, you open the book, you look at the ingredients, you put them together, put them in the oven for a certain time, and you get a certain result
- closing is like a recipe, if you change one thing, then the recipe changes
- the more that you practise handling stalls, objections, the more that you are going to sound natural
- grandma doesn't need to look at the recipe, she knows what to do with the fudge, she's done it so many times it's automatic
- it's the same for sales
- people don't want to prepare for sales, but it's a good thing
- if you were going to give an address to the world, you would want to prepare and get it down
- you would drill, practise and rehearse it
- you will need to do the same to be a hard sell close
- to be a little uncomfortable to get where people are getting the deal done
- persist intelligently through the resistance
- GC practiced this for years
- every morning he would listen to material on the way to work and practise

- then he would practise the close and every possible scenario with another team member
- if you can't persist in the close, you will run out of material, and you will not make the close
- you will not become one of the greats
- you don't want to be shocked or surprised
- you don't want to go home and say "what could I have done better" or "what did I do wrong"
- leave that action for amateurs
- read "the closers survival guide", has close to 200 closes
- watch you gestures, hand motions, tone levels, responses
- write down your objections throughout the day
- practise handling anything you weren't read for the day before
- practise builds confidence
- practising during the game costs you money
- set a time each day when you practise closing, so that you are prepared in the close

IT'S ALMOST NEVER PRICE

- there are 1.25 billion sales people
- most of them would say they lose the deal over price
- nothing could be further from the truth
- price is NOT the buyer's biggest concern
- it's at the bottom of the list of why people don't buy
- most sales are lost over objections that you never hear, they never voice
- you hear price, payments, budgets all the time
- the reason that they are not buying is something that they are not telling you
- getting the sale is about the buyer having confidence in the product, the salesperson and the company
- nobody is ever going to tell you that
- decision making is the #1 concern
- most sales people believe is the price was lower, they would sell more
- you would not sell more because you have not named the right problem
- if price alone is the reason that people buy, then they don't even need you
- you would just advertise and that would be it
- that's not what happens
- there is an endless list of companies that tried being the lowest price provider that are now out of business

- price is not the problem
- does the buyer love the product? do they have complete confidence in the salesperson and the company?
- it takes a salesperson to build value, to get emotional and get the customer emotional, so the customer can even make sense of the price
- you have got to give the buyers reasons to justify making a decision, and making sense of the money
- most of your transactions will stop at the decision making process
- it is your job to give the buyer an emotional connection for a logical reason to make a heart decision
- sell with emotion, close with logic
- price is not the problem
- you have to get a decision, and you have to build value into the price so that they can make sense of it

Love, Solve Problems, and Confidence

- you should walk into every transaction completely believing that price is not the real issue
- if you solve the other problems in a sales problem, the price conflict will resolve itself
- there is something that you don't know when there is a price conflict
- what else is it that is important to these people
- the question is, why would a customer pay more for the same product from you than Joe down the street
- you and the company or them and him
- your job now is to give the buyer reasons to pay you the extra
- most of the population now can determine how much you own this product for via the internet
- you can always find somewhere selling stuff cheaper
- why does everyone not just buy from the lowest cost provider
- because people want more than just the price
- they want confidence in the product, the company, and the company representative
- establish that they either love the the product, and they have confidence that it will solve their problem
- establish why you are different, why it is a value add proposition
- so how do you determine the love of product

- just before the sale you want to determine the connection by presenting other possibilities
- ask them to rate the product
- every customer is looking to solve a problem when they are buying a product
- find out the connection, and then find out what problem they are trying to solve
- you've got to probe to find out what is the motivation
- once you have the connection, once you know what the solution you are solving is, then you have to sell the company and yourself
- get them to like you, and not just the product
- you will sell the product once those three things are in
- love connection, solve their problems, and build value in you and the company

MORE ON PRICE

- the only way to get more \$'s, is to understand the price myth
- if you ever bought something cheap only because of the price, and it didn't fit or work or last, you understand the price myth
- your buyer has to want your PRODUCT more than he wants his MONEY
- if he wants his money more than your product, he will keep his money
- they've got to want to do business with you more than they want their money
- i.e. "sell to survive" book... is it worth \$30?
- for us to buy that book it has to be worth more than that
- if you are selling something for 40k, and they buyer takes it, he believes that it's worth more than 40k
- you have to discover 1)what his/her problem is 2) demonstrate how your product will solve it
- this is the essence of how to close a deal
- if you don't have \$30, you can't buy the book.. unless you finance it
- if the value is high enough, you might just finance
- if you can't afford the book, there is not other solution other than inventory
- you can't put a price tag on something that you really love
- getting rid of the problem is always your concern
- GC went to buy a car, he had a date that night that he wanted to impress

- if the salesperson knew why he came in that day, he would have had a lot more information to go on
- turns out the car never really helped him on the date
- it doesn't matter the price point of the product, you have to do a presentation to show that it has a lot more value than what you are asking in price
- pick any product that you have and 1)assign a price to it 2) practice building the value greater than the price
- it's not the price, it's not the money, solve the problem

Handling "Other" Concerns Handles Price

- if you know that the person that you are working with has the money to buy your product or service, and they are not buying your product or service, you should realize, there is some other concern that is holding them back
- know there is something else that you possibly don't know
- is this is the right product?
- is there a better product?
- is this the right proposal?
- will this solve our problem?
- will I use it?
- what will other people think about my decision?
- am I going to really use this and enjoy this?
- will this company take care of us?
- am I better off buying something else?
- will something better come out next week?
- do I know enough to make a decision?
- will there be enough supply?
- should we invest in something else?
- will this be a mistake?
- will this person be here in the future to service me?
- the product or service you are selling will create different concerns for your buyer, but it almost never comes down to price
- to the degree you understand this, is the degree you will be successful
- sometimes price is used as an objection when there are other concerns
- you have to get the RIGHT product that solves all of his problems
- address the other concerns, and price will not be the main issue

Justifying Price with other Inventory

- you make the mistake of offering something for lower price when faced with a price objection
- when you move the buyer down to something less in price, you are less likely to make the sale
- this will cause your buyer to believe that you don't have a solution
- one of the other ways to handle this is to move the buyer up in price not down in price
- this will get your buyer thinking in terms of value not price
- if you are showing a guy a ring for his girl for 6k, and he objects, once you show him the ring for 9k, the 6k ring suddenly looks better
- buyers are more concerned about making a good decision than how low the PRICE is
- a) he will look at something more expensive b) he needs to move in the other direction c) he looks at the more expensive but sees value in the original item
- you can even show the buyer a completely different line
- exhaust your inventory, not your price or your margin
- a customer can object to a price and then go down the street and spend more money
- why?
- you are losing customers more expensive products!!!
- when you can't close a deal because of money, moving the person up is the solution
- this will validate the price objection
- at least consider if they do, then price is not the real objection
- this is called closing with inventory
- exhaust inventory not your gross margin
- the customer may be saying that it's too much money for that item, it didn't resolve their problem
- your buyer would rather pay MORE and make the RIGHT DECISION
- this is the number one reason why people hesitate on making decision
- it's the fear and angst of making a bad decision that might not create the solution they are looking for
- what's the worst that could happen?
- if you show the higher price product, it could substantiate the value of the lower price product
- don't listen to mediocre sales people that promote that price is the thing you need to lower

- it's not true that if you lower the price you will sell more
- you have to use the right number of magnitude
- move them up, you will make more sales and make more money

Salespeople Stop Sales, Customers Don't

- your customer is NEVER the problem
- you are the ultimate barrier to every sale
- you have to get this pounded into your head, that customers aren't the problem, YOU ARE
- customers don't create the problem, we do
- you might think this is overboard
- (first rule of selling is to agree, yes it's overboard)
- however placing blame does not solve the problem... making the sale
- only you are the reason that the sale stops
- "I'm the only one that can stop the sale"
- it's critical that you STABILIZE the things that you CAN control
- this is you
- when you are selling and closing, don't attach blame to the customer
- STABILIZE your environment, so you can start to control
- it's not the customer, it's you!
- customers are not unreasonable, you just don't know who to reason with people
- you are the barrier!
- assume this great responsibility, and your results will rocket
- salespeople have an amazing ability to blame customers, the market, the management, the economy, the manufacturer,, the inventory, the staff, the government
- it's called "blame management", and it's a bad habit
- ask yourself, why you are not making this sale right now
- what did you do wrong?
- what did you not uncover?
- ask the customer
- tell the customer if he is not buying, it's your fault not his, you take full responsibility
- if a deal didn't work out, it's your fault
- take responsibility for EVERYTHING
- make this part of your presentation
- it's YOUR job to make everything right
- if anything is a problem, it's your job to solve it

- when the buyer understands that he no longer needs to take responsibility for the transaction, this will result in you removing excuses for the buyer to later use
- no more blaming customers
- never never never blame a customer for not making a decision
- if it is to be, it's up to me

NO SHORTAGE OF MONEY

- you should embed this in your money
- there is NO shortage about money
- before you ever ask a customer about making a sale, you need to get your head straight about money
- people are being sent out into the workforce to sell products, and they are not mentally set up to collect money
- millions of people on the planet have this mentality that there is not enough money to go around
- there is an excess of money, and whenever there is a shortage of money, they print more
- you don't need to "make" money, you just need to get connected to it
- look around and add up all the valuable items around you... within 300 yards of your vicinity... cars, building, concrete, jewelry, taxes, services rendered
- there is enough money on the planet for every individual to be a millionaire
- you have to go get your share
- if you aren't going out to get your share, you are thinking of hard work and limits, NOT abundance
- look out at the ocean, and the amount of energy that is coming
- how many buckets can you take from the ocean?
- you can take as many buckets as you want, and no one is going to notice
- look how much money is in the market place real estate, automobiles, telecom, clothing, food, fuel, endless amounts of money
- if we get close to running out, they will print more
- if you take 10 million out of the world economy, no one will even miss it
- you got to handle a couple of things
- you have to think in terms of abundance
- you want to have everyone you are surrounded with thinking this way too
- if others have a hard time getting money from you... you will have a hard time getting money from others

- this is because you are operating from a shortage
- the highest operating sales people are generous
- they are not significant about money because there is no shortage
- they know money is in circulation, they just have to get it
- how do you collect money? By producing
- because they don't have limits, they have a problem collecting
- money is not a shortage issue, it's a mental issue
- if you won't spend it, use it, at times waste it, if you don't respect, you will never have it
- it's simply paper, it's made by man, it sits in warehouses
- money comes from a cotton bush (it grows on trees)
- it's abundant, and there is no scarcity

The People Business, Not the "X" Business

- you are in the people business
- while the manufacturers might be pushing product knowledge, because they believe that the weakness of the sale force might be product, but...in reality the weakness of all salespeople starts with the people
- it is true that you need to know features and benefits
- PEOPLE buy product
- it's vital that salespeople understand people first, products second
- there are salespeople that knew every detail of the product, but couldn't close the door to the fridge
- that's because they are product experts, and not people experts
- you are in the people business, no matter what your job is
- your communications need to relate to people
- certainly you have to know features, benefits, comparables
- but most importantly you need to understand people
- otherwise you will never get your message to them
- selling is 80 percent people, and 20 percent product
- most sales people spend way too much time selling the product and not the people
- people buy inferior products every day
- people buy for other reasons than what they get out of the product
- you need to know how to market, promote, close and deliver
- you have to hit the right button to people close
- what's important to your buyer?
- what's the ideal scene for them
- what is that really makes them feel good?

- if they could get everything that they want, what would it be?
- this puts you into the people business
- he doesn't care what you know about the product
- he cares about himself, his time, his money, his decision
- you and your product are way down on the list
- your selling process needs to be people focused on what they want, not what your organization wants
- you are in the people business, not the business that you thought you were in

THE MOST INTERESTING PERSON IN THE WORLD

- "I may not be the most interesting person in the world, but I am the one that I am most interested in"
- people are far more interested in themselves, their family, their problems, and in doing the right thing, then they are in another product
- if you do show as much interest as possible in the buyer's concerns, his family, his time, his issues, and those things that he has his attention on, as you do in the selling of your product, he will know that you are only in it for the commission and you are not in it for him
- be more interested in the person in front of you than your sales product, your sales process, and yourself, and even your commission, and if it's genuine, you will make more sales
- 90% of salespeople don't take the time to find out
 - 1) take an interest in your customers
 - 2) communicate effectively with them
- COMMUNICATION requires an exchange of ideas
- finding out what is most important to people means that you have to listen
- what is important to them? why?
- until this happens, you cannot make the sale
- you have to listen and only them, can you demonstrate and make the sale
- communication is the process in which information is exchanged between individuals through common symbols or behaviour
- gain feedback
- as questions!
- what does this product do for you that your current product doesn't do?
- what would your present product have to do so that you would be satisfied and not have to replace it?

- how would you rate your current product on a scale of 1 to 10? what would make it a 10?
- these open ended questions
- when you ask questions, it should not be done with the intent to manipulate
- don't use tricks like this according to conventional sales wisdom
- we should be helping not selling
- communication is critical to your selling, and communication is two ways

What is the Road to the Sale?

- learn this material exactly in this order, and you will become a great salesperson regardless of your personality
- you will close more deals than those that don't do these steps
- the road to the sale is your playbook, what you must do in order to increase your chances to close the sale
- this information will prove vital to you gaining trust, identifying the correct product, knowing how to present your product, knowing the best way to present your proposal, which is critical, making sense of that proposal, and how to effectively negotiate the transaction and close the deal so that you can get paid
- this module is about the road to the sale, designed to walk you through each of the specific steps required in selling
- this is vital to creating a sale
- your success as a salesperson is dependent on knowing this material
- memorize each step until you recite them
- also be able to recite the meaning of each step
- this is vital for new sales people, and for people that have been around awhile
- this goes right from the greeting to the close, and then through follow up
- missing a step is like building a house with no foundation
- you are going to take the customer from not knowing you to believing in you and your proposal so they will pay for it
- one of the biggest mistakes that sales people will make is that they will not travel any road to success
- these are physical, measurable steps to take you to the close
- for any process to work, it first has to be good for the customer, and then the salesperson
- it is not critical that management agree with the process as much as the customer and the salesperson

- any time you are trying to get from point A to B, if you take a shortcut, it will cost you
- shortcuts will cost you time and cost you money

Step in the Road to the Sale 1 - 13

- these steps will vary depending on where you work
 - the order these are delivered may be different than your company suggests
 - memorize the order, and what each means
- 1) First step is attitude. This includes your mental state, your dress, your posture
 - 2). The greeting: what to say, what not to say, what to expect, how to handle the customer to build rapport, get on common ground, and get onto the following steps
 - 3). Fact Finding: The questions asked to determine what is vital, what is wanted, and what is absolutely critical to your buyer, and what is the right product for them, so you can communicate in a way that builds value for your buyer
 - 4). Appraisal (Buyer Profile). This step is used when the buyer is trading something in, and should also be tapped into when there is no trade. This sets up the selection and demonstration so that you know how to structure your transaction.
 - 5). Selection: This vital step to identifying the customers wants and needs, and their buying patterns
 - 6). Demonstration: this is where you take the time to show the features and benefits of the product selected and demonstrate those in a manner that create urgency and desire for ownership now
 - 7). the trial close: this step finds out where the buyer is in the ownership process, and determines whether this product is right for them and how close they are to purchasing
 - 8). The service walk: this can be beneficial to demonstrate the strength of your company to not just sell them but service them after the sale
 - 9). The Write Up: VITAL. If you will enter into a negotiation without a write up, all the steps before are and follow are a waste of energy. Write up every customers, without exception.
 - 10). Negotiations: This step is misunderstood by most that it's a drop in price, it actually means to come to an agreement

- 11). Close: Using specific technology to get agreement and action to exchange things with other (see the closing modules)
- 12). Delivery: Delivering the product so that the customer understands how to use the product improves customer satisfaction
- 13) Follow up: Creatively stay in touch with your customer to create repeat business, includes phone, mail, email, video, and personal visits

Take each of these 13 steps so that you will be able to recite them and understand what they mean!

MISTAKES TO AVOID

- 1). Using a "random" approach. You are going to be lost all of the time, and not knowing what to say next. Use the steps to know exactly where you are in the process.
- 2). Skipping steps. You might think you don't need to do it, or it doesn't apply to this customer. Each step applies to each customer.
- 3). Changing the order of the steps. This only hurts your process and makes the process longer.
- 4). Taking shortcuts: this will typically cost you time and money
- 5). Being talked out of steps: Customers will try to talk you out of steps. Are they selling you or are you selling them? Whoever is doing the selling controls the process. Say that they want to skip the demonstration....they will have trouble decided over and over because there is no emotional connection to the purpose
- 6). Not getting answers to questions asked: always always always get an answer to your questions. IF you can't get answers to your questions , you can't close. Selling is control, trust is about communication. If you don't insist on getting answers to questions, you will never sell, you will not have control, and you will not build trust.
- 7) Avoid asking questions: Some people avoid asking questions out of fear. Don't make up stuff, get over it. IF you are going to blow the opportunity, blow it because you asked too many questions.
- 8). Jumping forward to the price: Don't skip forward to giving the price before you fully understand if it's the right thing for the customer
- 9) Unable to handle the tough customers: Tough customers are better because the competition can't handle them. They can always buy, they check their own schedule, they are hard charging, and they always get approved, and they never check with anyone else. Your competition has no clue how to handle them!

10). Being too "mechanical": you aren't fluid, you are awkward. That's about training. The only way to get fluid is through repetition, training, education and practise.

Learn these mistakes by heart. Mistakes mean no sale.

COMMIT TO THE STEPS

-you have to commit to the steps first

1) you should know the steps first

-know them backwards and forward

-this way you know where you are in the process

2) know then purpose and benefits of each step

3) NEVER skip a step!

4). ALWAYS get answers to question. I don't know is NO answer. Ask until you get the answer. Keep asking.

5) ALWAYS handle the customers originations and objections

6) ALWAYS be positive with everything you do (this is why you need to be on training every day to keep you attitude up)

7) ALWAYS agree with the customer (the first rule of selling)

8). ALWAYS approach each step from the mode of service. People do business with people they know, like and trust, and they feel good around.

These are the commitments. Learn them, know them, and make them.

SERVICE IS SENIOR

-serving is the ingredient necessary for someone to know they are being taken care of, not taken advantage of

-concern yourself with your customer, and not your pay check

-how do they win?

-if you are concerned with your pay check, they are going to know it

-you want to be interested in them, not in you

-if you take care of enough other people, you are going to be taken care of

-you have to have trust and be genuine

-if you give enough real love, it will pay up

-if you give up on the idea of service, you will fail in your career

- the reasons you are not getting results: 1) don't stay with it long enough 2) come up just short of serving 3) not genuine in their service 4) quit being interested in serving
- it has been said that to be a master, you must first be a servant
- people want to be taken care of
- they need help to make a decision and understand the product
- without the quality of service, you are not going to get to the close
- service is an action word
- service means to be useful or of some value or assistance to another
- you should never ever have to tell a customer that you should be of service to them
- your actions should show and speak for themselves
- be so much of service that they don't have to ask for anything
- make your attitude one of service, the sales will take care of themselves
- when you get to the close it will be much easier
- have the attitude of service, take care of, I am here for you

VERBALLY DELIVER A GREAT ATTITUDE

- how are you going to deliver a great attitude?
- get your head on right
- communicate positive!
- can do, excellent, no problem, you got it, be happy to, great, super, whatever you want, I am happy to get it for you, absolutely, you are right
- you don't have to feel good to have and project a great attitude
- maybe you have all kinds of problems, so what, communicate a great attitude
- the easiest way is to deliver it verbally
- three other people might be selling your product cheaper, how do you distinguish yourself
- stay positive when the rest of the world is negative
- there are very few people on this planet that are positive
- the majority is trained to be negative
- when a customer meets somebody super positive and energetic verbally, you will stand out
- you need to train and get this built into your head
- you need to practise these little short lines, so that you can communicate this regardless of what is going on
- you don't just need to change your attitude, you have to change theirs

HOW TO STAY POSITIVE?

- your attitude is determined by your thoughts
- thoughts are determined by the content of your mind
- the content of your mind is determined by your environment
- where do you get your content...newspapers, tv, radio, friends, the people that you live and work with
- no different than your body.. your body is a reflection of how you take care of it and what you put into it
- whatever is going on in your head is going to come out your mouth
- whatever comes out of your mouth will reflect on your actions
- CONTROL the content of your mind
- your mind gets the content from somewhere
- if you have lazy, apathetic, angry, give up, no solution content... it will effect
- you will reflect the content
- what is the content that you have received since waking up this morning?
- there is non stop, 24 hour negative content out there
- get in control of your content
- keep positive books everywhere you can grab them
- if you learn more, you will be more interested to learn over time
- write your goals down every day
- and before you go to sleep
- record programs so you can blow through the negative stuff
- get rid of Dr Phil
- watch winners, athletes, that putt that goes in from 40 feet
- read creative information, listen to positive music

TRICKS TO STAY POSITIVE

- write your goals down every day
- whatever your goals are, just keep writing them into the physical universe until all of your intention moves towards that
- every day you should work out 10 to 30 minutes in the morning
- move in the direction of health, because it will make you will feel positive
- listen to positive things while you work out
- finish things left undone... all the undone things are killing you, locking up your mind
- "I don't complete cycles of action"
- "I don't accomplish things"

- just start knocking off the undone things
- create an attitude book.... fill it with positive things
- check in from time to time on how positive you are on a scale from 1 to 10
- treat everyone with a great attitude
- go out of your way to help someone else and make them feel good
- it does a lot for the people around you and yourself
- write down a positive way to say no to people
- never say no to a client if you have to
- write down creative ways to deliver bad news positively
- have daily attitude meetings
- the most important thing for an organization is attitude
- if you take the worst thing in your life, some good has come out of it
- you should have a daily gratitude list
- put a sign up in your office "no negativity allowed here"
- a bad attitude will cost you millions over your life
- get rid of the people in your life that are not positive
- reach up no down
- find people that are more positive
- join people that are meeting every week that are demonstrating how they are having a positive life
- these things will make the biggest difference in the success of your life

20 TRAITS OF A GREAT ATTITUDE

- 1) smiling: you need to smile all of the time... the world is not smiling... you need to
 - how does a child get its way? Melt the heart of anyone so quickly?
 Smiling
 - the reason for this is if you are arriving somewhere or doing something, people don't make eye contact and don't smile
 - what if you were that smiling beacon for people
 - they are going to see and it and feel it
 - you need to change your customers attitude
 - if you have a negative neighbour, you should be leaving them better off
 - you don't know what is going on in peoples life
- 2). Seeing Problems as Opportunities
 - poor unsuccessful people don't want problems
 - rich people are looking for problems to turn into opportunities

-the guy that developed Velcro, electricity, google, they all saw problems to solve

-and they became billionaires

-problem=opportunity=money

3) Talk positive. Can do, will do, absolutely, you are the man, no problem, be happy to, I am there for you, I understand, hey man don't make me like me now. Fake it until you make it. It feels a lot better than being a grump.

4). Work a plan. It's not something that sounds cute.. it's something that will keep you positive. Have an agenda, fill your calendar, eliminate white space. You will feel like you will end up in a place. May not be the right place but at least you were going somewhere. The bible says a rolling stone catches no moss. Boredom creates huge problems. You will start creating the wrong kind of problems when you are bored, when you are not working a plan. Know what time you are training, going to bed, getting up, meeting people.

5). Show up early. Show up before the sun rise. It shows you want to be here.

6). People that stay late reflect a great attitude. If you stay in the office until midnight, people might think you are crazy, but you are actually excited. You are working a plan. Until you get great at getting production, get there early, stay late. Once you are rolling you will always be staying late. The number one thing is to take care of your family. This is not 2,000 years ago where you build a straw house.

7). Train constantly. Sales training should be daily. You should be getting answers constantly. That's candy to a kid. This platform is for people that don't want training. Go anywhere in the platform to get the answers for your specific issues. Train constantly. The dead time, the negativity time, turn that time into training time. Always be learning so that you can always be closing.

8). Focus on the solution NOT the problem. Once you have identified the problem, focus on the solution. What can you do to make it right, how can you justify this?

9). Take high levels of action. This will cause you some challenges but it will make you a lot of money. Sometimes you take action even when you don't know what you are doing. One of the great traits is doing lots, staying busy. When you want something to get done, who do you give it to? Someone that is very busy. When you are active, you are taking lots of action.

10). Stay busy. You don't want down time. Busy doesn't always mean calling customers. Maybe you need to do something else, but just stay busy.

11). Shares the POSITIVE and cut out the negative. Don't share the gossip. Share the good news stories. Make it a habit. People should know you for passing on the positive.

12). They DON'T quit. Your trait should be to never quit even when you run into resistance. This is a great message for your kids too. Meet everybody you can at school, because you won't learn anything.

13). Refuse to take NO for an answer. If you know it's the right product, be blunt and say No for an answer. Before you do this though, you need to be trained and calibrated, this is not for amateurs. Sometimes this is most important getting to the close i.e. getting appointments

14). Read books. The answers are in books. There is some phenomenon that happens with the written word, by reading and highlighting. This can change your life.

15). Focus on potential NOT on what you have already done. You can meet people who have already made 50 million, and they are talking about the next potential. People that have that trait of great attitude are focused on their potential, not on what has been done. Focus on how good your company and relationships can be.

16). Goal Focused, not work focused. This is how you will see someone work 15 hours a day. Some of the richest people on the planet work for someone else, focused on people and solving problems, not on their work. Writing your goals down is very important. Focus on where you are going, because that is your fuel.

17). DON'T complain! Quit complaining. This does not solve problems. Problems are opportunities. People that have the great attitude trait don't complain. Do something about it.

18). Be grateful. Be happy if you are healthy, having a great family, find the things you can be grateful for. Shift your attention to what you can be grateful for, even if there are hard lessons. Everybody has something to be grateful for.

19). Motivate others. Push people to do better, to train, to perform, to be positive. You want this trait for yourself. This will better your own game.

20). Seek new challenges. The harder it is to see a client, the more interesting it will be. The harder clients are to get to, the easier they are to sell and close, and the more money you will make. The bigger the

challenge, the bigger the interest should be, the more the game gets juicy...

RULES TO BEING POSITIVE

- 1) Be seen by other as positive
- 2) Be so positive that others have to ask
- 3) Use energy and enthusiasm in every action
- 4) "wear" the attitude
- 5) go "all in" like you have unlimited energy,, this is not poker, this is life
- 6) be 100% in your expectations... set a target and do not drop it
- 7) set your goals high and never lower them. Raise your action instead.
- 8). Drive yourself. Balance is for later. Rock and roll right now.
- 9) Confront your fears.
- 10) Allocate your time. Do everything as fast as you can do it. Don't take a long time to do the wrong thing. Do more faster.
- 11) Put our biggest challenge first. You don't eat desert first. Get the tough things out of the way. Take the toughest customers first.
- 12) When in doubt, just do it!
- 13). Be an overachiever. Do way more than you think is necessary. IF you think you have to go 100 miles per hour to get through a wall, go 150 miles an hour. It's going to take more energy than you think.
- 14). Commit to yourself. You don't want to resent not doing enough and taking enough challenges in the end.
- 15). Never blame anyone other than yourself. Its not the government, the neighbour, the new world order conspiracy, things are only happening because of you.
- 16). Operate like your life depends on it. This is the level that you want to play at.
- 17). Act hungry. Don't act like you don't need the business.
- 18). Be wiling to do anything to close a deal.

The people that end up with the best health, relationships, and career, they live by the rules, and the rules start with your attitude

POSITIVE COMMUNICATION

-positive communication is key to changing people's attitude

- 1). Having a great attitude

- 2) Offering all information
 - get them as much as you can
- 3) Having a sense of humour
- 4) Understanding the customer
- 5) Confidence in your product
 - shop the competition for your customer
- 6) No problem attitude
- 7) Reassuring the customer
- 8) Physically communicate a great attitude

We are not handling objections... we are handling the customers attitude.
 Handle the customers attitude with positive responses. This takes proper content in your mind. Proper environment.

ATTITUDE SUMMARY

- the most important sale you will make is to yourself
- are you 100% sold on your product, company, and yourself?
- be overboard on this
- what do you love about your product?
- why is your product worth x?
- why should people pay more for your product?
- how do people benefit?
- you must stay connected constantly to how you are sold on your product
- don't complain and criticize and gossip..
- what does your company do for your customer?
- how do you go the extra mile?
- how do you earn this sale?
- why should they be willing to give YOU commission
- if you don't have these answers burnt into your heart, you will never fully make it to being a champion
- this is about making sure whatever goals you have become a reality
- when you are done reading this, open up a word doc on your computer, and write down all of the reasons for WHY yourself, your company,, and your product
- focus on what you can do
- the most important sale you will ever make in your life is the sale you make to yourself
- this will give you the fuel to continue on

-constantly revisit and add to the list

THE GREETING

The Purpose of the Greeting

- the first seconds of meeting a customer can never be changed
- you have to be prepared and you have to do it right
- GREETING: address with expression of kind wishes or upon arrival
- the purpose of the greeting is
 - 1) make people feel welcomed
 - 2) introduce yourself
 - 3) put the buyer at ease
 - 4) get on common ground
 - 5) differentiate yourself from others that they have already met or will meet later, or from any other experiences they have had
 - 6). get buyer to turn over control. Don't get confused about this, you want to have people to turn control over to you, not take it from them. More on that later.

The greeting is the foundation for all the other steps that you will take.

This is something that you must learn to perfect over your career. This is not something you learn once, and move away from.

You can say "Welcome, my name is _____", no problem.

You need to build trust after this, and put people at ease. If you can't put them at ease, you are going to struggle to get on common ground. If you don't differentiate yourself, you will never control the process.

WELCOME

MAKE OURSELVES KNOWN

PUT PEOPLE AT EASE

DIFFERENTIATE YOURSELF

GRAB CONTROL OF THE PROCESS

Ask the people above you, how important is control in the process? This is essential to the process, you will either have control or not have control.
"Am I in control?"

- do you have control of the process?
- do you have the steps down?
- are people giving you the control?
- are you controlling the time?

- control comes from working the steps.
- control=a close
- handle objections
- transition from step to step
- do's and don'ts

-without gaining control of the process, you will not make the sale, perfect this.

The Greeting - YOUR INTRODUCTION

- there are rules to every game, violate the rules, and you will lose the game
- 1) Go to the buyer, don't have them come to you
 - 2) "Welcome, my name is _____"
 - 3) They are there for them, not for you. They are not interested in you, they are interested in them. Go greet the buyer, without rushing them, show them that you are interested
 - 4). They are all REAL! Every prospect you get in front of is real. Somewhere, somehow, some way, they will buy.
 - 5). Treat them all like buyers. Regardless of what they tell you, they are an opportunity.
 - 6). Quit looking for why they are NOT buyers. Look for the ways in which you know that they are buyers.

- make eye contact
- be present
- listen for their name
- pay attention to their name
- we are going to use their name over and over

Greeting tips

- don't be offended by "brush offs"
- use a firm handshake
- make eye contact
- smile!
- see the deal before it happens (the postulate)
- post the future in your mind now (see a customer)
- wear a name badge!
- people are not there to find out about you, they are there to find out what you have for them
- by wearing a name badge, they won't forget their name

PUTTING THE BUYER AT EASE

- how do you put the buyer at ease? how do you get them in their comfort zone?
- your job in the greeting is to make people comfortable, and to remove all defences, so that they do not defend themselves
- people are "guarded" when they meet new people
- you could go to a party or a club or a casino, you aren't going to be comfortable, because you haven't been there
- the more "guarded" a customer is...the more you know that they are a buyer
- why be guarded?
- if you handle this better than your competition, then you have an edge
- after the greeting you might hear things like
 - I'm not buying
 - leave me alone
 - just need a price
 - what kind of discount
 - can you match this price
- people say these things to you because they are on guard
- these things mean very little, they are RDR, reactionary defence responses
- these are non-objections
- they are automatic
- they are not thought out

- they are designed to defend and protect to make you lose interest
- most of the time it works
- how many times have you done that? Said that you were just looking around. The salesperson immediately goes away
- don't take it personal
- these people are real!
- be positive when you hear these things
- then disregard them
- we will acknowledge this
- continue to show interest!
- understand this and predict it
- the greeting can make or break your deal right there

RDR

Reactionary Defense Responses

- born out of the buyers belief and complicated only by the fears
- you are not in the product business
- you are in the people business
- you need to understand what is causing people to say this
- "I can't trust these people"
- "They won't tell me the truth"
- the reality is, you are honest, so it doesn't have anything to do with you
- you have to be responsible, so you have control of the process
- "If I show interest, they will pressure me to buy, it will take too long, I will feel obligated!"
- you are dealing with a reactive part of the customer, and until you handle that, you are not going to be able to handle the customer
- buyer's fears:

- 1) Decision Making
- 2) Getting "ripped off"
- 3) Financial Insecurity
- 4) Pressure
- 5) Time
- 6) Obligation
- 7) Saying "No"

Making People COMFORTABLE

- a) Warm greeting
- b) Introduce them
- c) Handle their fears

- d) assure the customer
- e) address their beliefs
- f) address their fears

Your job is to help them make a decision on whatever schedule they choose... your job is to service them.

When they are talking about price, assure them they should make a decision only on price.

Assure them it won't take long.

Put the customer at ease.

RDR Tips:

- 1) Put your buyer at ease
- 2) Understand why they say these things
- 3) Know what people need to feel at ease
- 4) Create responses to each one of these things
- 5) Use "Quick Fix Solutions" to assist you

Everyone has RDR's!

The Greeting. - USING INFORMATION

Information Assisted Selling

Use information to put you in the control of the process

- gain control
- improve sales process
- improve sales results

-what does every customer have in common? What are they all coming for? It's not you. It's information. People in general would like to avoid salespeople at all costs. Some people will go to look at your inventory when you are not there.

-they are coming to get information to buy your product. Without the information, they can't buy.

Most sales processes break down because the organization does NOT want to give information.

Most sales people fail because they don't get to the information stage.

Managers paycheque is reflected by the number of customers you can get into the information stage and then close.

Information is good.

How many sales did you make last month? What is the number. GC will guarantee one thing about the people you sold: they all got information.

INFORMATION is the common ground.

Don't get carried away and just give away a bunch of information, you have to use it to close the deal.

Understand, before you go into fear land, use the OFFER of information, separate from the GIVING of information.

Don't give the actual information before you know you are on the right product, before you are sold on the right product, and you want to do it during the demonstration and the proposal.

You can offer the information but don't give it until the right time, it's the hook.

POWER GREETING

Take information that is wanted and offer it in the beginning of the process. "Can I get you information"? This is to break the RDR... the Reactionary Defensive Responses.

Break the Cycle.

The Element of Surprise interrupts what people are already thinking.

Start pushing information at the beginning of the sales process.

The Greeting - Information Gets You Information

-asking for information in the greeting "What can I get you information on?"

- 1) Differentiates you from others in the greeting
- 2) Transitions you into the "Information Stage"

You don't ever want to stop the process.

Offering information....

- provokes a "yes" response
- establishes a common ground
- puts you in control
- moves you forward in the sales process

Whenever they ask for information, jump to the pump.

Duplicate not just the words, phrases, mechanics, but the enthusiasm.

Agreement is designed to get you on common ground, and move you on the road to the sale.

Confrontation is the **WRONG WAY**. It prevents you from ever getting to the close.

We are in the age of transparency and information.

The reality is that selling has changed very little in the last 50 years.

However the marketplace, the customer, the economy, your competition, and now you must change the way that you handle customers.

Today, customers can get information anywhere, and it's free.

The salesperson that most proactively and professionally assists the client with the offering and delivery of information, satisfying the customers wants and needs, will position him or her for the close for the business.

Think in terms of offer to give in order to get.

The Greeting - Dress and Posture

How you present Yourself

- you want to dress as professional as you can afford
- dress to the level that suggests you can afford the product that you sell
- the more successful you look... the more successful you will be
- white works
- simple
- stay away from "trendy" and "cool"
- you want to be seen and treated like a professional
- present that you are a professional, that you know your game

Common Mistakes

- no sunglasses
- be as conservative as possible, less radical
- no smoking
- no eating
- bad grooming and hygiene
- have clear, bright eyes
- avoid pot
- polished shoes
- clean cuffs
- nice cuff links

The more you know, the more you read, the more you learn, the better you will look.

Your presentation will be based on what you know.

Back it up with knowledge.

Know what people want, what drives them, what their fears are, and how to handle all of that.

See the deal before the deal takes place.

Put all of the above together with a great delivery of information, you will be successful.

Conviction is the make/break point of a sale.

If you are willing to do anything that is ethical to make a sale, and never quit no matter what, then you will reach your goals.

THE GREETING - TIPS ON THE GREETING

- prepare yourself for every possible encounter
- never take anything the customers says personally
- know the RDR's by heart
- dress to the level that suggests you can buy the products you sell and more
- see the deal before you ever wait on a customer
- go to them, never have them come to you
- know what you have in common with every customer
- check your attitude before the greeting
- put your problems aside and focus on the customer and the opportunity
- know that you are looking to build trust and common ground
- make service senior to selling always
- know the difference between offering information and the giving of information
- use the offer of information to transition into giving information
- initiate all buyer sensitive issues
- differentiate yourself in the greeting
- never resist, fight or disagree, when people get angry they tend to get more certain
- have the attitude that you can solve any problem
- act professional
- look professional
- know and act like you can make the sale!

The Greeting - Biggest Mistakes in the Greeting

- you have to know what's wrong and when you are making mistakes
- don't do these things
- alert! abort!

COMMON MISTAKES

- not greeting customer enthusiastically
- not introducing yourself
- not getting their name
- qualifying financial ability
- taking RDRs personally
- not approaching "problems" as "opportunities"
- not SMILING
- not introducing yourself
- saying "NO"
- saying "I can't"
- telling a customer to wait
- giving figures with the right setting
- disagreeing
- arguing
- not dressing professional
- poor hygiene
- being negative
- not giving the buyer hope
- saying "I don't know"
- smoking
- huddles
- slang
- asking for a commitment prematurely
- giving price or info before knowing what they want
- spending too much time in the greeting

Learn these mistakes, because they will be the signposts for when you are going for the sale.

The Greeting: GREAT GREETINGS

-Welcome, my name is Grant, and yours? John, what information can I get you while you are here?

-smile, posture, light in the eyes
-interest in the customer

"Before we get started, I would like to tell you that my job here is to give you all the time and the information that you desire so that when you do get around to making a decision, you will consider using us."

"Let me tell about our philosophy. If we don't have the right product, and if for some reason we aren't able to make the money agreeable, we don't expect you to do business here. Is that reasonable?"

"My job is to find you what you want that fits your needs exactly, provide you with figures you can agree to in the shortest period of time possible, is the agreeable to you?"

These are proven ways to gain control, separate yourself from the competition, they are quick and fast, and friendly, they reduce confrontation, and the buyer will turn control over to you, so you can get on with the road to the sale!

The Greeting: Terrible Greetings

Don't use these greetings.

-bad attitude
-no preparation

"Can I help ya"

"What I can do for ya"

"What can I do you out of"

"What can I sell to you today"
-(you're an idiot")

"You looking for me"
-(you aren't De Niro)

- No interest
- Not addressing the customer

Handling Objections in the Greeting

Here are a list of things you will hear in the greeting. We call the Reactionary Defence Responses

- I'm just looking
- I only have 10 mins
- I am looking for someone else
- You are wasting your time with me
- Let me see your manager
- I am going to wait until the economy improves
- I'm worrying about my credit
- I already have a similar service
- I don't want to change my system
- We're not buying until...
- etc....

Here is the trick to handling these objections.

REACTIONARY DEFENSE RESPONSES

These suggest that you have a real opportunity in front of you.

Never let these things affect your attitude.

It's better to surrender first and close later.

Know what you are going to hear, before you hear it.

Keep a notebook, write all of these down as you encounter them, it's a finite list, and get your game on.

INITIATE OBJECTIONS IN THE GREETING

- this is GC's favourite way to handle an objection: initiate the objection before the buyer can bring it up
- once you know all of the objections possible, then you can initiate them, take the sting out of them, control the process, and differentiate yourself from everyone else in your market immediately
- why would you wait if you know your buyer is going to have an objection and be defensive, why wouldn't you just bring it up
- sooner or later they will have to bring it up
- 99% of the time you will hear the same objections come up in the greeting
- 100% of the time someone comes to your company for one thing: information
- if I initiate and go on the offensive, this can be professional
- bring it up yourself and you will have immediate control of the process
- my job here is to find you the product you want, get you the best price and terms, and anything else that you need in the shortest time possible, is that fair?
- initiate all of the things people are sensitive to
- you need to be professional, transparent, and present in the greeting
- if the customer already "knew" everything, they would have already bought
- bring up objections before the customer is able to
- if you bring up price for example, that will remove then thinking about it throughout the sales process
- how do you handle price if I bring it up? this will be handled in later segments
- the reality is that if you bring buyer sensitive issues up before they do, you are going to be able to handle them
- be a pro, initiate sensitive issues, you will differentiate yourself from everyone in the market, you will get on common ground, and you will position yourself to have control that does not feel like control to the other side

Handling Price in the Greeting

How do you handle price early in the sales process?

This is a very tough area for salespeople.

Price is not the problem.

You have been told:

- don't talk price
- avoid price
- don't give price prematurely

This will turn the buyer off, make it look like you don't know what you are doing, and that you have something to hide.

This will create the reaction that you do not want.

When a customer wants a price, agree and get it for them.

(Agree is the first rule of selling).

"I'd be happy to get it for you"

Even if you are the most expensive!

"If the price isn't agreeable, I wouldn't expect you to do business with me."

What does that say? That you are confident!

Let me give you the bomb here.

"Not only will I give you the price, I will give you the terms, show you the most effective way to do this, and some other options that you haven't considered!"

All of these, must be followed with a another question to transition.

When a customer brings up price.. you need to be ready to follow it up with another question (know how to transition).

You need to understand how to transition.

The one who is asking the questions, AND getting answers, is in control.

When you get answers to questions, you are controlling the process.

- agree
- assure
- then transition

This will move you back into your fact finding, where you need to be, on the road to the sale.

Never be scared of price, be scared if they aren't asking price. People that ask for price are BUYERS.

Prepare yourself to initiate buyer sensitive subjects. Then agree, assure, and transition!

Mistakes Made in Handling Price

Any form of NO will guarantee that you fail in the greeting. This are mistake:

- I don't know
- I can't tell you
- It depends
- We can't give you that
- Best price comes from management
- We have to do other things first before we can do that
- What price do you want to pay?

Don't try to be funny when talking about price.

You will only make things worse by saying any of the above.

Assure the customer you will take care of price, without actually giving it prematurely.

Price is not the reason people buy anything.

You have to be confident with your price.

Always assure the customer you will handle the price. When it comes to the close your job is to justify price... not reduce it.

GC has a product on the market that is double what everyone else is in the market. The price is double, but people use it 6x more, so which one is cheaper.

Be confident and use logic when you justify price.

This segment is about the mistakes that you are making.

Get your head right about what not to do.

Eliminate these as choices so you can commit to the right way to do price.

These mistakes you are unprofessional. Not making them will allow you to get further down the path, build trust on the road to the sale.

Do you know what NOT to say?

THE JUST LOOKING OBJECTIONS

These are RDR's ... Reaction Defense Responses

- these are designed to put you off
- most sales people take this to personally
- "just looking" means opportunity
- they are looking for something to buy
- sales people hear this so often and because they don't know how to handle it, it's a problem for them
- under the right circumstances with the right approach with the right product, just looking turns into just sold
- here's the tips:
 1. Attitude.
 - get your attitude right
 - watch the positive attitude videos DAILY

2. Just looking means "opportunity"
3. Just looking mean looking for information
4. Just looking means they need someone to show them what they need and make sense of it

"I'm just looking" is a buying signal, and gives you the opportunity to start fact finding.

Say, "great, excellent, super"

Start asking discovery questions

Answer questions of "just looking" with fact finding questions

"Thanks for stopping by"

"I appreciate you stopping by"

"If you could improve one thing over what you have now..."

A salesperson is only as effective as their attitude and ability to measure customers that it's going to be okay.

"Every person that has ever bought here found themselves in the same stage you are at now"

Don't let the buyer go.

Under the right conditions "just looking" becomes "just sold!"

Objections: "Want to Speak to Your Manager"

This is an opportunity

If you deal with enough people, you have a chance to sell something.

GC would rather invest time with a customer, than waste it with himself.

Give him a great product, a great economy, any living human being to convert into a sold customer, GC is trained well enough to turn anyone, any situation, any vendor into a sale, are you?

You either have a vendor, complaint or a buyer.

The first two can be made into clients.

GC once had an advertising exec walk into a retail environment looking for the executives to sell them advertising.

An hour later, he had sold him a house full of furniture before turning him over to his manager. Funny enough the guy didn't sell anything, because he didn't know what he was doing.

GC took him out of his pitch and put him into his, it's not his fault the guy couldn't sell, he needed training.

If you resolve the issue with the client the way management would, then you could sell him 10x the product to get rid of his problem.

Get him out of the old problem and satisfy everyone.

Don't pass up on the opportunity to deal with the customers issue, and convert him into a buyer.

Go into every opportunity with the intent to sell.

if the manager was going to handle every issue, do they even need you?

Anyone can be converted.

Handle the manager issue in the greeting.

"Mr Jones, thanks for coming in today. I handle all the accounts for the management here. My position was created to save you time and money. My job is to treat you like the owner or manager would if he had the time to wait on you himself. Would you allow me to do that for you?"

Create an opportunity by solving a problem.

Your management team hired you to handle problems, not turn them over to the management team.

Be professional, act like you know what you are doing, and you will make a sale!

Time Objections

"I'm in a hurry!"

What kind of customer would act like that.

Anyone who brings up the "time objection" before you have them on a product is a buyer!

People who have money are busy

Anyone who brings time up before they are on a product is a buyer... time indicates players, decision makers, and professionals.

GC loves this buyer.

They are ready to roll, they have their credit card on them, they are a decision maker.

Time indicates money.

How many of you would like to sell the whole thing in 10 minutes?

Embrace this objection and thank the customer.

Thank the customer and tell him you will get it done now. Excellent way to help the people.

Don't fight them about the time constraints.

Get your attitude right on this. Don't waste any "time".

People that are concerned about time have money and can make decisions.

The only reason a sales process takes time is

1. your consideration
2. you skip steps
3. you don't handle people right

When time comes up

1. You have a buyer
2. You can move faster than you think
3. Train yourself

Concerning Financing

Questions about financing are great openers.

The handlings you want to use with the people that are sensitive about financing...

always agree and reassure.

Use every lender you can.

Use their bank or their lender based bank.

Ask exactly how they want it packaged.

If they ask how much they have to put down know the answer.

Show them all of the options that are available to them.

Interest rate, term, downpayment will not be the problem.

My job is to get you the best right, payments and terms.

Use questions.

Offer everything that you can.

Show them all to them before you're done, solve their problems.

What are you trying to accomplish?

Surrender

Assure

Redirect

The financing question indicates you have a buyer.

Credit Concerns

Have you ever heard:

"I have bad credit"

- at least the client is being up front with you
- you could be in a transaction with someone that you think is solid but has credit concerns
- look out for questions that indicate concerns
- even if you don't offer credit, they can use their CC
- you can always talk payments
- fine tune your ability to handle all situations
- this is not about credit, this is about you getting your game on, and understanding your customers situation
- be positive and keep a good attitude with your customers
- be a credit specialist
- determine what they want, and see if there is a way to help them
- it's your job to turn problems into opportunities
- don't just be an order taker, you wouldn't be doing this training
- you want something more than just sitting by the phone waiting for orders to come in
- treat everyone like a millionaire
- solve their problem, and you'll sell the product

What will the payments be on?

- the world is making payments, it's no longer on price
- it's not \$200 or \$200k, it's going to be so much per month
- doesn't matter what you sell, people are making payment

- "In addition to payments... we want to make sure you are on the right product,..... then provide you with many payment options."
- be happy to show them what is agreeable in terms of payments
- find out what they are looking for and then dial in the affordable payments
- the payments will be determined by the product you pick, the amount you finance, combined with the length and the terms
- find out what they are paying now
- my goal would be to move you up to a better product and keep your payments the same as they are now
- people will want to stay in a similar payment zone
- these are great ways to handle the payment question

Agree

Assure

Get them on the right product

Know that you will handle it in the close

The Importance of Fact Finding

It is said that questions control the sale.

It is impossible to control a sale without asking quality questions and getting the answers to those questions.

It could be called qualifying, identifying wants and needs, discovery, call it what you may.

When you are a salesperson, you have to get quality questions answered.

This sets up everything else..

- 1). Presentation of product
- 2). Negotiations
- 3). How you close

Quality questions speed up the process time by clarifying what they want, why they want it, how they can justify buying it, and how you can help them get it.

He who controls the questions, controls the sale.

Most sales people will go on talking about their product without asking questions and have no clue what their customers really want.

Why that product? Why did they decide to come in now?

Questions like

What do you like about what you have now

What would you change about what you have now

What would you like to accomplish

If you don't find out what is driving or motivating your customer, you will not know what is the right product for that customer and you won't know how to close the deal, and you will just be selling and not getting paid.

These factors are called dominate buying motives. What are those 1 or 2 things that will push someone over the edge.

How do you get away with asking these questions, and get the answers, collect the information, control the process, and close the sale

21st Century fact Finding Best Practises

Biggest Mistakes:

- 1). Don't ask
- 2). ask and don't get answers (you have to get the answers to a question)
- 3). Not asking relevant questions
- 4). asking bad questions
 - are you going to buy today?
 - if I come out there will you commit?

-will I be wasting my time

Because your customers are guarded and protected, they are trained not to give much, they have a bad perception of sales people, they will resist answering questions.

Your attitude is critical. You need to present an attitude of service.

The road to the sale is critical

- greeting
- putting them at ease
- getting on common ground

This is a way you are going to present yourself different than your competitors.

If you are going to be different than your competitors, you need to present that.

You have to get your questions down, and always have your attention on the answers so you can remember them.

Quality questions have to be relevant. They help the buyer drop their guard.

Learn this information, it will direct you on the road to the sale.

What-Why-How

- why do people buy anything?
 - to solve a problem
 - when they are in love

fact finding: our goal is to find out what problem your customer is trying to solve

what is the right product
why is the product needed
how to present the product

if someone says they want something, and you just start showing something, and you don't know for sure its the right product, that it's going to solve their problems and they are going to love it, you could be wasting their time

Take the time to ask good questions

IF you don't what/why, you won't know how

1. What product to show your customer
2. Why that product
3. How to present that product and close

Now let me ask you... why is _____ important to you?

Let me ask you ..

what's most important to you in _____?
what about the _____ and the _____?
Why is that important

The what the why the how gets you the way

Knowing the what and they why are the only ways to make sense of the purchase

Clues from the Last Purchase

Return to the scene of the crime to discover the clues...

In sales, go back to the previous purchase, something they can relate to, it's going to leave clues about what and how they are going to do in the future.

Tell me about the last one you bought? Where did you buy it? What did you like or not about it?

They are going to tell you their issues.. it will help you solve their problems.
Also what they worked.

Even when they are not getting rid of the current situation... let's say he's not getting rid of the tractor, he is getting another tractor, you still want to ask these questions, in order to identify how to build value.

From the greeting.. redirect in to fact finding.

Ask about price and payments.

Ask what they want the new purchase to do?

Take control with good questions. Always get the answer before you move on to the next question, the information you collect is going to help you close.

Know the Questions Not to Ask

One of the reasons that sales people quit asking questions is that they ask the wrong questions and then the customer shuts them down.

What can you put down?
What can you pay?
What do you owe?
What is your budget?
Will you buy today?
Will be trading something in?
How is your credit?
Where do you work?
How long have you been there?
What do you make?
Is your spouse going to help decide??
Do you own or rent?
Are you shopping anywhere else?
What price did they give you?

These are negative questions.

Don't ask negative questions, you will become negatively affected. Your buyer is going to lock down on a figure that's too low, set a target that's unachievable, the answers are given prematurely before they are sold on the value, there is no relationship yet, and the answers you receive are going to make things unrealistic. This will make closing difficult.

These questions also make you sound like everyone else.

Stay away from questions that aren't getting you closer to the sale.

Questions to Memorize

Tailor these to your product...

Do you want to go bigger or smaller than you have now?

Who will be the primary user? Who will be the secondary user? Will they be involved in the decision?

What equipment? How do you want it set up or packaged? What options would you like if affordable?

What do you want on your new one that your present one doesn't have?

What major and secondary benefits do you need to get with this new one?

Why is this product important to you now?

Have you ever owned something like this before?

What is the single most important thing you want on this one and why?

What is the second most important thing you want on this one, and why?

For your product, you should customize these questions

The New Situation

What are you using now to solve this problem?

What do you like about what you are using now to solve this problem?

When is your next payment due?

How much is your next payment? How did you get them so low? When you had payments what were they? Did you buy or lease? Did you buy new or used? How long have you had it? What was the list price of it then?

Would you purchase that product again?

What do you like most/least about your present situation?

Has it been worth it for you?

Have you made any changes to it?

Use the current situation to collect information about how to close on the next situation.

Presentations: The Basics

Know Your Product and How to Present it

You cannot close, if your product does not exceed the value they put on their money.

Showing the customer the wrong product will mean no close.

If it doesn't satisfy their wants and needs, they will not buy at any price.

If it's outside their ability to pay, they will not buy.

When demonstrating, if you are unable to build value in excess of money.

If the product doesn't solve problems, they are not going to buy.

IF they don't have confidence and love for the product, they are going to buy.

Determine on the right product, in a professional manner, where you can validate that the product solves their problems, they fall in love with it, fulfills their wants and needs.

Selecting and demonstrating are separate steps, but they are so intertwined they will be on the same module.

Proper selection and demonstration will determine if customers can make sense of your proposal and close the deal and ultimately it will make a difference in how successful you are as a sales person.

Selecting the Product

Selecting the right product is vital to speeding up your process, targeting the right product to show, so that your client based on what they say can make a decision.

Understand that if they knew what they wanted already, they would have bought. This is a fact, a rule.

When someone is shopping for anything, know for sure, they aren't sure for something.

Assume in every selling situation that the person is closed on what they want but never clear on why they want it.

The client almost 50 percent of the time are interested in a product that will not fulfill their needs.

Not on the right product could mean
too much
too little
not the right one

100% of the time won't close because they are not clear as to why.

1st rule is...

no matter how sure your client may seem, they are not sure if they haven't bought.

Fact finding... what problems need solved?

Everybody that calls is calling to solve a problem.

Pay attention and remember what people are telling you, use that information to help close them. Take the time to clarify.

Verify selection with alternatives

Secret of Selling!

Offer Alternatives

This insures you are on the right product

Offer the buyer an alternative product before they land on what they want

Would you consider... moving up or down a model if it was affordable?

If they say...

This is what I want!

They you know what they really want.

1. Validate/Confirm product
2. Show customer that I want the right product for them
3. Offer to save them money

Choice shows people you care, be sure it's the right product, and they get the most value for their money

Offering an alternative gives you information

They ARE NOT sure... if they don't reject your alternative offers

If they are sure, then they know what want and you have the product selection right

The customer can get clear with you on what he wants

Most people aren't sales people. They are order takers. They don't sell, they take orders. Their actions have nothing do with the customer or the economy, it has to do with what they are doing.

Choice helps customers make decisions

Remember if you are the first place they are looking, they are thinking they should do more investigation

Always offer alternatives when selling it will catapult you into a new arena. This is one of the few things GC considers a "secret" of selling.

More on Alternatives

"Would you consider"

Could be some of the most 3 powerful words you use

Validate Selection Process

- 1)less
- 2)more
- 3) older
- 4) newer

Offer choices before picking product

Don't offer choices after a problem...

Don't find out about a problem with budget or choice at the end, your timing is off.

Do the "Would you consider" thing in the right place.

This is all about initiating, not waiting

Initiate, predict, and differentiate

This is not about manipulation

Alternatives

- help the customer
- help you close more transactions
- help you justify the proposal

Let me save you some money...

It's too much!

Justify the proposal

By offering less or more, you are defining the parameters for negotiating

Greeting and selling people with closing them is a waste of time

Get things down to a narrower band

Most people negotiate from infinity

Position the client an option that they can move and save face

You can always return to this as a solution at the close, unless you hadn't brought it up earlier

50% of people are on the wrong product

- too much
- too little

Impossible to sell the wrong the product

Always initiate alternatives

- before presentation
- before negotiation
- incoming phone calls

-internet response

Demonstration Basics

Once you have clarified, where do you start with your presentation?

How long do I spend?

What do I show?

The key here is to know

what to show

tailor it to fit to their wants/needs

show features and benefits

You need to know

What do people value?

Fact Finding... know what is IMPORTANT to the customer

Demonstrate what the customer wants with

-features

-advantages

-benefits

RULE

Never show a feature without attaching advantages and benefits

Make a list of features of the product

3 columns:

Features Advantages. Benefits

Feature Advantage Benefit

Features raise price

Features can scare a buyer off because of the affordability

Attach advantages and benefits to build value

Talk is the mistake of salespeople, not closer, don't just talk, be specific

An advantage is how this is better than the competition

A benefit is what I get as a result of a feature

Define the feature

Advantage - what makes it better/attractive?

Benefit - what is received as a result?

Tie the advantage and the benefit to the why

Know the differences between feature, advantage and benefit

People don't pay for features

People pay for advantages and benefits

Create an emotional connection to create urgency

You must be able to anchor down these advantages and benefits

Product Knowledge Mistakes

- 1) know too little
- 2) share too much
- 3) don't know enough about competition

Become an expert on your product, and be able to describe feature, advantage, benefit better than anyone but you have to be able to pinpoint

it to exactly what people want, and to do so in a way that sets you apart from all of your competition.

Comparing product: you have to know:
how your product is different or the same
what advantages you have
know how to make sense

You never want to talk negative about the competition. You just want to build your product up so they stop thinking about them.

Feature, advantage, benefit builds value, and you will be to sell for a higher price, even against the same product, you will be the only difference

People do not close on higher prices without having greater confidence. Study everything you can...

Your greatest advantage is that your competition is not your product, but it's that your competition will never be prepared as much as you.

Weave your story with features and how they will benefit that person.

Grind down into their dominant buying motives.

You can't know too much, talk too much, and know too little

The Why

Why do they want the product?

What are they trying to accomplish?

If didn't want to improve their situation some way somehow, they wouldn't be shopping!

What is it that they want?

Your job is to find that out, and what they will pay for today.

What is the dominant buying motive? DDM

Motive is means or desire that causes a person to act

You should always be crystal clear on this.

What is the one or two things that will cause the person to do something.

The close means they give you something for something. Your product has lots of features but only a few really matter.

Ask what's the single most important benefit with your next purchase?

If you could accomplish one thing with your next purchase what would it be?

What is your dominant and most important consideration with your next investment?

Know the why, the why will tell you how to close, how to build value, and how to get a decision now.

Why's and APES

Why do people buy?

- look good
- feel good
- makes sense
- feels safe

APES is easy acronym to help you remember the four reasons people buy things

APES:

- 1) Appearance
- 2) Performance
- 3) Economical
- 4) Security/Safety

Pick anything that people buy, and you will find that this is why people will buy

Find out the why... What is the APES?

You will find the why is one of these factors, sometimes with a secondary factor supporting the primary

Two places to start your presentation:

- 1) Inside
- 2) Outside

Where will they spend more time?

Assure buyer... that you will get them a price and a good price BEFORE presenting product, then get permission to present the product

Goal

Get complete control while presenting

Never ever let anyone else present your product or service

Command and demand attention

Gain control by gaining agreement first

If it's the inside, that's where you start

Get full attention

Get product away from other products

Present product while in full control

Don't just put it in their hands, control the process

Break down your presentation into parts

Think of it like a clock... 4 to max 6 parts

- 1) Inside
- 2) Show front and engine
- 3) Passenger side
- 4) Rear and trunk
- 5) Drivers side
- 6) Driver seat

Any product can be broken into this process (price/logistics/agronomy/sustainability)

Present First

Presenting the Exterior

Find out what is important

Tell your customer what you are going to do, and then get an agreement

Get past being interested in them and be interesting in the presentation

Continue to reassure your customer that you will resolve any objections that come up

Break your presentation into parts i.e. 4 to 6 parts

Show them how it works

You only have so much time with these people so **KNOW** where you are going to start and where to end

Get permission

Address Time

Invite Questions

Start in the same place (it gives you confidence)

Always reassure the price sensitive buyer

Rules for Demonstration

Goal of demonstration:

Show improved value or efficiency

Dominant Buying Motives (DBM)

Appearance

Performance

Economy

Safety

Rule:

always control demonstration

always do demonstration before negotiations

be sure your product is ready to demonstrate

You give the demonstration

always drive the demonstration first

turn control of the demonstration over after you set the stage

Slow the process down/maintain control

Make people comfortable

use a preplanned route

use assumptive statements

reassure price concerns

superfreak your presentation

show or prove value or efficiency

Rules will help you give a great presentation and ensure you have a close

Assumptive

Assumptions

This is Gc's way of maintaining an attitude of ownership... projecting ownership in the future.

Be confident when demonstrating ...create mental ownership.

Assume:

Take for granted or as the truth

Project the truth out

Your new car/house/phone will provide with better dependability than you have now.

"Will your new car fit in your garage?"

Act as if.

Use questions that create mental ownership?

"Will you take a road trip with your new car?"

Get their senses involved so they can see themselves owning the product

ALWAYS use assumption of ownership

Mental ownership precedes every purchase

It could be a bottle of water, a car, a home, you saw it in your mind before you pulled the trigger

Learn to assume the close, and do it in the demonstration

Demonstration Mistakes

Common Mistakes

Biggest Mistake is not doing a demonstration at all

Do one with every customer every time regardless

You can always change someone's mind if you do an amazing presentation

Common Mistakes

- 1). Asking if they "want" to drive
 - 2). Not believing the buyer will buy
 - 3). Over qualifying the buyer
 - 4). Thinking the demo does not influence people
 - 5). Taking the product for granted
 - 6). Believe the buyer when they say the price is most important
 - 7). Using slang that a buyer doesn't understand (nomenclature or verbiage)
 - 8). Demonstrate without tying down the advantages and features
 - 9). You don't use enthusiasm
 - 10). NOT controlling the demonstration
 - 11). You DON't know the WHY
 - 12). You DON'T build mental ownership
 - 13). Demonstrating what the product is worth
1. The Customer will not buy until they have mental ownership

2. Won't give you money until the value of the product exceeds value of their money

3. Without a great demonstration you will not close a deal

Objections to the DEMO: "I already know all about it"

You have to know how to handle these objections.

Don't shortcut the presentation demonstration.

If they don't know that they love it and it will solve their problems, they will not buy it.

These objections are REACTIONS... not valid objections.

Agree with them... and then continue with the unseen benefits.

Don't let your customers talk you out of your presentation.

To handle objections, be committed to your demonstration.

You have to be completely convinced that the demonstration is of value to the customer and to your profession.

If you can't get an exchange of money for a product you can't close.

You want to super freak your presentation, take your demonstration over the top.

Sell Yourself

Take the time in your presentation to sell yourself

Whatever the widget is, you and the company cannot be shopped, you are the original.

You have to sell yourself and your company in the sale.

Sell yourself, your company and your product.

Don't just sell your product, and don't just sell the price. What's the real value?

Often products can be bought anywhere, often for less money.

What are the advantages and benefits of doing business with YOU?

They can't get your confidence, commitment, followup, customer satisfaction from anywhere... how good is it?

Agree that the customer can get the widget elsewhere cheaper, but they won't get you with the deal.

Know your own features and benefits, and what you actually do, you need to get sold on that so you aren't just selling trinkets.

Super freak your presentation

Freak or superfreak?

There is only one to be...

The buyer's price or resistance to price is based on... your presentation demonstration

This is where you really need to stand out

Super freak your presentation and your demonstration

- 1) Make huge claims and back it up with facts
- 2) Demonstrate in a way that is over the top

The first thing you learn in acting class is to go overboard so that you can go far enough

People today have so many images and stuff coming at them

Get their attention.... shock them

Check out your competition and how bad they present

Don't do what your competition does

Get them involved in the presentation!

Get people touching/feeling/holding/smelling your product

Super freak your presentation demonstration

- sell yourself
- sell your company
- use big claims
- get people involved
- build high value
- differentiate yourself

What's a Trial Close?

A Trial is a sort of test

Trial closing questions can help test their level of ownership to the product you are showing them

This can be done anywhere and we want to focus towards the end of the presentation and moving towards writing them up.

Trial close will give you a feel towards what the client is thinking and feeling about your product or service and how to adjust your presentation to make the sale.

Trial close is an attempt to start closing the sale before you enter the closing step

Trial closes are valuable and low risk.

The Trial close asks for an opinion. It's a measurement not a commitment. This is the single best diagnostic tool for finding out where people are at.

The close asks for a decision.

The trial close determines or clarifies new information.

Trial Closes You Can Use

"Hey it looks like you really like this, is that true?"

"If you took this home would you be proud to own this?"

"Do you prefer the larger or smaller version?"

"How would it look in your home?"

"Where would you be taking your first trip in your new _____"

What do you do with this if you get positive indicators? Say.. follow me.

These trail closes are "assumption closes"

We want to check out where this buyer is

Don't forget "Have you seen and heard enough to make a decision?"

If you are getting negative indicators, you wouldn't try and close

The trial close is less risky and indirect.

Use it after the demonstration, or after you have made a strong point.

The trial close is your lowest risk and your best friend.

Objections to trial closes

Be ready to get some reactions to trial closes.

Some people will give you some strong objections at this point.

They may say that they are not buying at the first place etc

There are many different things they may say.

When you hear those things, understand that it's not that the trial close didn't work. You were fact finding, testing the waters.

Keep the customer moving forward with trial closes.

Move your customer forward into images of ownership.

Once the customer owns the product upstairs, they will find ways to work it out.

Spend some time role playing these situations, this shouldn't throw you off.

All of the closes in this program are designed to handle objections.

Don't give up your trial closes, just understand the difference between an objection and a response.

Not just the product

One of the biggest mistakes that salespeople make is that they are buying your product.

Your customer is buying way more than the product.

Their big question is "Who's going to take care of me?"

The more complicated the product, the more you must sell the rest of your company.

Who's going to be there when you're not?

The rest of the company should be sold before a sale is ever made.

It doesn't matter what you're selling...sell the rest of the assets!

You never go to war without ammo. Bring all of the ammo, the people, the technology you can.

Your BUYER must have CONFIDENCE in you and your company!

We are talking about customer service.

It's not just the product, it's you and the entire company.

Make Them Feel Like Family

Treat Them Like Family

Always tell the customer everything you are going to show them is going to take two minutes

Make efficient use of peoples time

You don't want people cooling off here

Don't give them enough time to "cool off"

At least half of your customers investment is in the servicing of the product

Buyers want to know that someone will be there for them tomorrow

People need to know the future is going to be good

Companies around the world quite servicing a product, that's why things sell on the internet

People want service

We've allowed ourselves to be taken over by lower prices because of poor service

Sell the service

Show your customer around!

Who are the people in your company

Assume ownership

Explain how the rest of the sale/delivery will go

Sell them everything

Introduce them to other departments, everything you can

Make them feel like family

You have way more to sell than a product

Sell the family, sell the company, not just the product

Introduction to the Write Up

The mack daddy of all steps is the write up.

Write up doesn't mean a deal.

It means entering into a proposal.

Doesn't mean a deal or that you sell anything.

This is where you sit down with a proposal and collect information on the customer and what they are going to buy.

Write-up everyone!

Doesn't matter what is going on with the customer... swing the bat

Most companies only write up less than 40% of the customers who walk through the door. If you add the telephone and other communication that number drops further.

If you don't write up a proposal and enter negotiations you can't close the customer.

Somehow you are deciding that 60% of the people are not worth writing up.

The only way to sell someone is to write them up. You have nothing to lose. The buyer might change their mind. You still have to write them up.

If you don't write anyone up, you can't close them.

Remove the conditions for them to do business with you.

Control the sale by being prepared.

Who do you write up? Everyone?

Be aggressive and increase your write up's. This will make your monthly sales targets.

The more people we write up, the more people will buy.

Do you agree you have to swing the bat to hit the ball?

If you don't bring people in, write people up, and present a proposal.

MANAGEMENT: The single most negative affect on your pay check is one step in the process: your people don't write people up.

Excuses

Suggestions

How to close... sell.. and make more

What are the excuses that you make not to write people up and close them

The buyer

- 1) Won't commit
- 2) Owes too much
- 3) Financing
- 4) Won't pay enough
- 5) Not with decision maker
- 6) Doesn't have enough time
- 7) Doesn't have all that is involved with this transaction

You should write everyone up with a proposal regardless.

If you make excuses all day about writing up people, you won't be selling product.

Get rid of excuses. They are supported by customers, and you bought into them.

The write up is the mack daddy of steps.

Change the way that you think about the write up and get rid of the excuses.

Increase Write - ups

What things need to get done before you do this step?

1. Great attitude
2. Great Presentation/demonstration
3. Peace of Mind
4. Committed on writing everyone up
5. Teamwork

Take a chance, swing the bat. One of the biggest regrets may be that you don't swing.

Know your excuses

Understand the risk

What are the benefits

The benefits of assuming ownership rather than asking for a commitment

You are reducing the risk by dropping the conditions and making it easy.

Don't ask questions you don't know the answers to. You don't know if they are ready or not.

Have the attitude of writing everyone up.

Sales processes from one business are the same. You want to continue to flow to the write up. Don't ask people to stop, ask them to come inside, show them how it's easy to do business with you.

Increase your write ups, get rid of the excuses, drop the barriers, drop the reasons for not bringing people in, and make a complete commitment to writing everyone up.

Mistakes

1. Not offering figures
2. over qualifying their financial ability (don't make assumptions)
3. waiting for the "ideal situation"
4. requiring a commitment first
5. worrying about your closing ratio (nobody cares)
6. not willing to invest time
7. avoiding rejection
8. avoiding the negotiation stage
9. fear of "being shopped"
10. having a bad attitude
11. being convinced that you can't sell them
12. using poor words and phrases
13. unable to solve problems
14. using excuses

Favourite Assumptions

1. when would want to take ownership? (assuming the write up)
2. will there be any changes to your new _____?
3. allow me to provide you with figures that make it easy for you to say yes for your new _____
4. I understand you didn't expect to buy today, I wouldn't expect you to unless the figures work out to your favour... let me show you how easy it is to do business together
5. tell me what you like least about your new _____? what do. you like most about your new _____?
6. what do you think the other drivers/spouse/parents will think about your new _____??
7. I understand you are in a hurry? Let's agree on figures so we can avoid wasting your precious time
8. I appreciate you want you partner involved in the decision. Follow me so we can get the proper information for you to have an intelligent conversation with them about this opportunity
9. Superfreak the write up, write up everyone. Increase the write-ups. (check out the quick close module).
10. I'd like you to allow me the courtesy to share with you what we would be willing to do if you were going to make a decision today.
11. I appreciate that you haven't done enough shopping yet (or whatever the condition is), let me suggest that we show you what we can do for you, and we will work it out.

These will help you increase your write up and the amount of deals that you will close.

Objections

1. Not buying today...

That would be my fault, not yours, I take 100% responsibility for that, follow me

2. We aren't buying until 3 months/6 months/insurance/taxes

No problem, let me give you some idea of what it would cost if. you were buying today, follow me

3. I need my spouse/banker/partner/accountant to look at this

I appreciate that, I would want that person involved as well, follow me

4. I didn't bring my trade with me

You don't need your trade, you need enough information to make the decision, follow me

5. I don't have time

I understand that you don't have time, let's get you some figures that you can live with so you can avoid spending more time on it, give me five minutes

6. I just want your bottom line, I don't want to go through all that other stuff

There's nothing to go through, you're not going to have to go through anything that's difficult, just let me give you some figures, follow me

7. I owe too much

We can look at your options to see how we can help you, follow me

8. Financing is an issue

We will explore all avenues to get you the best solution, follow me

9. We are going too fast

I didn't ask you to make a decision, all I ask is that you look at the figures so you know how much to own your new _____ follow me

10. I need to go to the credit union

Let me get you all the info so you can be informed when you go to them, follow me

This is just a few of the objections. You don't want to ad lib this area, you want to know how to handle the common objections in your business.

Remember, there are a lot of different variables, a lot of change going on in selling, a lot of personalities. The more consistent you can be in your presentation, the more consistent your results will be.

Incoming Calls - Phone Mastery - Introduction

This is all about the phone.

Your attitude and how you handle the phone will be addressed.

There are always new ways to handle the phone, but the biggest difference between GC and the other salespeople in his first job was 1) his willingness to get educated and 2) the amount of time he spent on the phone.

Grant's first business was built with no money, unbelievable determination and believability in himself and his product, and a phone.

He cold called the entire US selling an intangible product to people that did not even know his name. He didn't know them, but he called them B2B, set up appointments. He was cursed, threatened, hung up on. Some people though gave him an opportunity, and he built a business that still works til today.

Over the last 50 years, phones have changed 100's of times. The reality is that phones have changed but the importance of the other person on the end of the phone hasn't changed.

This information can make you as much money as you have ever dreamed of and the reality is if you don't learn how to use a device like this effectively, dependably, you will never become a millionaire.

Telephone's importance

While the telephone is not as effective as speaking to someone in person, it is the way to multiply the number of people that you can get to in person.

Here's the order of importance when working with people:

- 1) In person
- 2) On the phone
- 3) texting
- 4) internet/emails
- 5) social media
- 6) mail

The telephone is the single most important way of dealing with a client without being in front of them.

This is the best way to increase the number of people you can get in front of, whatever you are selling or promoting.

Let's say you want to get a job.... lots of challenges getting a job.

The first thing people do is freshen up their resume. Don't spend 3 days on your resume... spend three days on the phone.

Act like you are out of work everyday and get on the phone.

Moving the revenue needle happens in person and the best way to lock down that face to face is with a call. Not a letter, not a text, not social media.

Why?

- 1) Create impressions of yourself prior to meeting the buyer
- 2) Sell appointments = better closing ratios
- 3). Most efficient way to communicate
- 4) Essential to handle incoming calls
- 5) Competition is generally very weak on the phone
- 6) Gives you critical edge in the marketplace
- 7) Buyers like shopping by phone
- gives them distance, saves them time
- 8) More efficient use of time

Types of Calls

There are a variety of calls... the master salespeople get good at all of them.

In the game of sales if you want to hit on all cylinders and really maximize your horsepower and the opportunity, you have to get good at all of the calls.

Incoming calls: inquiries from the public about your product, service, pricing, terms, or what you do. Likely they saw you in an ad, on the internet, were shopping a competitor, heard from a friend or colleague, and picked up the phone and gave you a call.

The goal in this call to give enough information to create an opportunity to go see the customer or have them come to you.

Calling Back the "Unclosed": You want to get back in front of the person that you want to have take a second look at you. The closing ratio on the callback should go to 80%.

Creating New Customers: through the use of leads, lists, referrals, leads, interest. This could cold, warm, hot list.

Following Up on Sold Customers: It's a customer satisfaction call that also can generate new business.

Those are the four types of calls, we are going to focus on them, you will master them and have phone power.

My Rules of the Phone

These are the disciplines of the phone.

- 1). Always make a call with the purpose and full attention to the call.
- 2). Always have multiple reasons to keep interest with the call if the main objective doesn't pan out
- 3). When I sit down to make calls, never ever make one call. Block out 40 mins and see how many calls you can make.
- 4). Always leave a message. We'll talk about how and why to leave multiple messages successfully.
- 5). Always talk to multiple people in the organization.
- 6). Always try another way to contact that person, email, texting.
- 7). Always go for a cell number. This helps you text and send them information that is sitting in their hand.
- 8). Always collect email addresses.
- 9). Always follow up a phone call with another mode of information.

10). You want to approach every call with more information. Make the call with a successful outcome in mind that will make a difference in that customer and in your career.

Learn the rules, play by the rules, and you will win.

What Makes A Good Phone Person?

This will help you set up the characteristics you need to have to be great on the phone!

1. Be Goal driven, not phone or work driven. This is why GC writes his goal down every day.
2. Have the attitude of service not selling. Know your purpose but have the attitude of service.
3. Keep a strong voice. Your value will be projected in your voice. If you watch the online content for long enough, your voice and your projection will change. This causes people to start listening to you.
4. People that are good on the phone follow a plan and format. When you have a phone call, you should have bullet points and a script. Use a playbook and you will have much more control over that phone call. You are reading a script anyways, it's just in your head, but it can fail you if you don't formalize it. This will give you more control over the call.
5. Have a commitment to the phone as a way to do business. The phone is your buddy, don't be afraid of it. This is your livelihood. Your kids education will be paid for by it. Success is not a choice, it's an obligation.
6. Develop the muscle. IF you start working out everyday it develops muscles. It's no different with your phone skills.
7. Persistence... You have to have a large arsenal of closes, objection handling, alternatives, and ideas to be good on the phone, you can learn that here.
8. If you don't leave messages, it's going to kill you.

9. Know how to handle every objection, even objections that the customer is thinking but not telling you.

10. You've got to be a closer. If you can't close, you'll hate this phone. If you can't close a deal, you are going to be weak at everything.

Myths about the phone

1. Phone is a waste of time

2. If the buyer were serious, they would come in and not call me.

3. I'll miss opportunities using the phone. Fact is, you can create more opportunities in a short period of time with the phone.

4. Being scared of the phone... that's impossible. It's something else that you are afraid of, and we will deal with that.

5. "The phone doesn't work for me." The phone works, if it doesn't, it's you that is missing some techniques.

6. "I can't sell my product on the phone. Its very complex, it's expensive etc. " That's a myth.

7. Leaving messages doesn't work.

8. Cold calling is a waste of time. GC built two business from cold calling. It's brutal, it's tough, but it can be done.

9. The best salespeople I know don't use the phone. This is not true. Top salespeople (1%) say the phone is a monster.

10. If I give too much information over the phone, they will buy from the competition. You want to give just enough information so that they come see you.

Controlling the Call

Introduction

This is where the opportunity your client your prospect is calling your company is making an inquiry.

Regardless of what you have been told, this is a interested party is a grade better than the people that walk in the door. They are closer to making a decision and they are better qualified financially by survey.

This is someone that is seeking more information. We don't know if they can afford it, can buy it, or if it satisfies their wants and needs, but we know they want more information, and that's critical in how we handle this call.

Over 50% of the time, the people that call you are not on the right product or service.

These callers are not interested in building rapport. They are interested in information. They are not interested in salespeople or your problems, they want to get the information and get off the phone.

This caller is trying to determine whether it's worth coming to see you.

Your caller is also trying to save time. The phone allows them to get some distance between you and your company. They like that it makes them feel safe. They want to see how you are going to treat them to gauge whether they want to do business.

Also, this buyer is better qualified financially. They value time. Anyone concerned about time means money. You have something to sell, they are interested in solving some problem of theirs.

Learn these things because it is going to frame how we approach the rest of our call.

Buyer's Goals

The only way to get great at the call, is to identify what they want.

The best way to know what you want, is to know what the other person wants.

If you violate what the caller calling in wants, you are going to fail.

Most scripts for phones are not organized for the client. They are based on what management wants. You don't want to do that, you want to base it on what the client wants.

Let's start with their goals, figure out what yours are, and create a script that satisfies.

This is the holy grail, no matter what product you sell. The holy grail = information. When they call you, they are looking for information.

This is how to greet a customer. Hey thanks for calling, what can I get you information on.

People are trying to establish distance.

People don't want to have any obligation on the call.

People want to save time on the call.

People want to determine if you have what they want.

People are calling to determine if they can afford it.

People want to determine whether it's worth coming to see them.

People want to know if you will help them.

People want to determine whether they want your product.

People want to grab the information in the shortest period of time with know obligation and bail out.

There was something that triggered them to call.

By knowing exactly what your client wants and is trying to accomplish you are going to increase your chances of getting what you want.

Incoming calls must be built around what your clients, never what management wants.

On any call, the customer wants information from a distance, no obligation, to save time, they want to be sure you have what they want, that they can afford it, that it's worth coming to you, that your product is better than the alternative, and that what they are asking for will actually satisfy their needs.

"Thanks for calling, my job is to get you all the information from a distance, with no obligation on your part, my job is to make sure we have exactly what you want, and need to make it affordable, and to make sure it's the best decision for you of all the products on the marketplace, now exactly what is it you are trying to accomplish?"

Once you understand this you can put together a card that has the information you need to close the deal.

Sale's Persons Goals

We talked about they want from the call, now let's talk about what you want.

The purpose of the phone for you is to use what the customer wants to get in front of the client.

Making the sale over the phone is awesome, but not going to happen every day.

Give them what they want on the phone so that you can get to the appointment.

Most salespeople never get the mechanics of the call to get what they want.

Don't use predictable tactics here - you'll sound like everyone else.

1) Separate yourself from the competition : attitude, attention, approach

2) Gain access to name, cell number and email

3) Fact Finding - what do they want?

-decision maker

-payments

-product

4). Give buyer reasons to want to see you

This has nothing to do with price, terms, or colour

One of the best ways to do this is to offer alternatives that benefit the caller in ways that they have not considered.

5). Sell an appointment to get in front of the buyer.

When someone agrees to take the time to come in and look, your closing ratio can improve by 3 to 4 times

6). Sell your name, number and location

Send them your contact information, offer to help any time

7) Lock down that appointment

99% of all salespeople miss this opportunity

8) Summarize what you're going to do for them

9) Know what to look for

10) Check the file vault for the script

The best way to control any situation is to give someone something first ...
i.e. send them more information, put a pkg together

Trade them what they want for what you want.

Your Responsibilities

- A. Positive Attitude
- B. Professional and Courteous
- C. Qualify the buyer and determine needs
- D. Get buyers name, number and email
- E. Sell your name and number
- F. Use a control card or script, then you have full attention on the caller
- G. Turn information into management for support
- H. Be Prepared for the call
- I. Follow up the call with email, text, mail, etc. (bury people in follow up)
- J. Use information to separate yourself from the market

Types of Calls

There aren't two million different types of calls....

- 1) Price Call
- 2) Advertisement Call (generated from advertising)
- 3) Availability call
- 4) General Calls
- 5) Appraisal calls
- 6) Down payment call
- 7) Interest Rate Calls
- 8) Credit problem Calls
- 9) Product information calls
- 10) Send me information calls
- 11) I'm calling for someone else calls
- 12) 1 call, could include all of these calls

All of these callers are going to be coming from a different place, the last thing that you need to be is different. If there are a million things going on around you, you need to be the consistent factor.

- 1) Know what's coming at you
- 2) Know how to handle each of these calls to avoid inconsistencies
- 3) Know your game

If you do this, you will separate yourself from all of the other players in the market place and give yourself a distinct advantage!

Things to Avoid

- 1) Never handle a call when you're preoccupied
- 2) Never tell the buyer that you don't have what they want - this isn't helping them
- 3) Never handle a call without your script or blueprint or call card
- 4) Never give 1 price for 1 product
- 5) Never say you can't, won't, you don't know, or not until
- 6) Never say not available
- 7). Never say we can't do that
- 8) Never argue with the caller
- 9) Never avoid asking for a name, number, and email
- 10) Never keep the customer on one product
- 11) Never offer an appointment without offering different products first
- 12) Never get off the call without selling your name
- 13) Never end a call without sending out some kind of follow-up
- 14) Never blame the customer for anything

Know these verbatim.

The Reason You Will Blow the Call

- 1) Your attitude sucks
- 2) Preoccupied with other things
- 3) Distractions on the call
- 4) You're unprepared mentally
- 5) You don't take the incoming call seriously
- 6) 98.8% of all sales people are taking calls without a format or a track to run on
- 7) You aren't trained
- 8) You don't treat the call like it will be a sale
- 9) You wait for the customer to come to you
- 10) You don't give people choices before they come for an appointment

What are the most important things to accomplish on the phone:

- 1) create a great impression
- 2) get their contact info
- 3) get them the information
- 4) sell yourself on the phone
- 5) sell your name
- 6) give them reasons to come to you
- 7) follow up this call

Parts of the Call

Let's dissect the call

First there is the opening.

The second part is the qualifying of interest. Exactly what would you like information?

Third is to qualify their existing situation with questions

Fourth is to give a reason to collect their data

Fifth is to get their number, email, and last name

Six is to put the buyer on hold

Seven is to offer alternatives

Eight is to sell the appointment

Nine is to sell your name...

The tenth step is to reconfirm the appointment and then thank that person for calling

How to learn:

- figure out what could happen to you
- what are the different components?
- what are you trying to accomplish?

The Greeting

Greeting = First Impression

Just your first name

What information can I get you?

Don't bother with your last name at this point

Keep it simple, you aren't selling your full name yet

Less is more now

Answer with enthusiasm

Take the call seriously

Treat them as though they are very important, like they are a millionaire

Remember to smile

Be prepared for their opening questions

Be sincere and genuine

Your greeting is over in a flash, you only get one chance

Fact Finding

1) Qualify for what they want

2) Qualify for what they have now, or similar situation

This tells you what people value, and what to avoid

IF you can control the call, you should be able to get them to tell you anything

3) Information overload... this is a transition question... would you like to know.... this... and this.... and throw some details at them

Learn this information so that you know it by heart and can be yourself when executing

Number and Name

Infamous number and name, how do you get it?

This will only come if you have tremendous credibility and high interest.

You should be at north of 90% on this.

This is critical for you to be able to follow up in the case where you don't get an appointment.

You will get cell phone number and email. You have decide on this. "Sell to Survive": the first sale you have to make. Cell number is the only number you care about.

We are going to give them reasons for you to give that, rather than just asking them for them.

A little creativity you can use here is to offer them that they don't have to make the decision today, do you? Sometimes they might say they would like to... this question will surprise them. Let them create the urgency sometimes. If they don't want to make a decision, then you ask them to get back to them, and ask for their cell number, give them more information later.

Reasons to call them back works well.

After the cell number, what's the next best number?

How do you spell your last name?

What's your email address, I want to send you some information so we have something to look at when I call you back.

The only reason you want their information is to give, give, give.

Genuinely, sincerely, want to service them into the sale.

Setting the appointment

Once you get the info, put the buyer on hold.

You are amassing a great deal of control on the call. You've got 20 seconds to refocus the call, and determine how you are going to go back into getting the appointment.

If I asked you to stop reading this email right now....

who has the control?

Coming off of hold, ask them to consider your offer to make an appointment in a creative way

- 1) changes the game
- 2) improves buyer's situation
- 3) determines prospects flexibility
- 4) gives buyer reasons to come in

- 5) creates urgency
- 6) multiplies product availability
- 7) gets you off of pricing one product

You could go from

- 1) new to used
- 2) new to floor model
- 3) new to less equipment
- 4) new to more equipment
- 5) used to newer for same payment
- 6) used to brand new for same payment
- 7) used to older - more equipment

Offer choices.

The mistakes you could make:

Hold, offering

- not offering the switch. Over 50% of your callers are on the wrong product
- being too specific
- using wrong words
- offering switch too early in call

The alternative offers you a chance to set up the appointment....

Would you consider? this.. or this... or this,,,,,

Boom... let's get together and look at that... the appointment is set

Appointments

Here's your separator, it makes the difference between the masters and the mediocre.

Do you have a consistent method of getting the appointment?

Or are you just giving out a bunch of information out and hoping and praying they show up?

When you take/make a call, you need to convince someone to stop what they are doing, make time out of their schedule and/or make time to come see you.

- 1) When can you be available?
- 2) What is a good time for us to get together?
- 3) Will you be able to make it in tonight?
- 4) When can you come in?
- 5) What is the most convenient time to get together?

Always ask.

Always offer choices as to when,

Always know that you are going to get the appointment!

With the right reason, the right urgency, people will come in.

It is not true that people will not come see you.

It can be true that you didn't give them enough reasons to come see you.

Asking for a "today" appointment is going to create objections.

If you are unconscious and unaware, you aren't going to be ready.

Prepare for objections.

Here's the stalls:

- 1) I can't make it today
- 2) Can't come in until the weekend
- 3) I can't come in until I know I can afford it
- 4) I live too far away
- 5) Give me the info, then I'll come in

- 6) I don't know when I can make it
- 7) I don't have time
- 8) I'm shopping around
- 9) I'm not making a decision for awhile
- 10) I have other plans tonight

Getting someone to agree to an appointment requires you to build high interest, lots of hope, and close another person on doing something with you.

"sure you can make it in. I assure you it'll be worth your time"

"I understand if you can't make it. How about if I deliver the info to you?"

"I assure you it won't be a waste of tie, and the information is free"

"Hey, no problem. I know how busy you are. How about I come to you? If you're not satisfied I wouldn't expect you to do business"

" Make ten minutes for yourself. I'm sure it'll be worth it to you"

"That's why I'm suggesting you come today. With all our promos and specials going on, I'm sure we can make it work"

"I understand. And if you leave right now, you'd be here before 5. If it's not worth your time, I'll buy your field."

"You'll have all the information in your inbox before we hang up. But you'll still wanton to see the vehicle in person to make the best decision."

"If you make the tie today, I'll make it worth your while."

Head on over here, and call as many other dealership as you want on your way. I'll show you exactly what we can do- and some exciting options- once you're here."

"That's fine, sir. I'll be here in 6 months. You still need information now, and it's free."

"Let's make this part of your plans. Just give me 10 minutes on your way."

It takes pressure to create anything valuable.

Be intense, because there is a lot on the line for our family.

Learn how to do these things, and you won't have to get intense with your family financially, because you are going to be able to provide for them.

The Stall Killer

This is a little piece of magic.

The buyer says "I can't make it to the appointment".

Drop out a little piece of mystery "So you aren't going to be able to take advantage of our big sale?"

"What sale?"

or

"We have a commitment to move a certain amount of inventory to move by the weekend, and we will do whatever we can to get you a deal that works for you, it will be worth your time, when can you come in/can I come see you?"

Discuss buying power, great availability, no one can buy cheaper or sell cheaper in this market.

Tell customer that money won't get in the way of doing business.

Create urgency and deadlines.

The sale ends... pick a date

Anything I do earlier could cause some of the response...if customer says they can't make it... offer an extension.

If customer says they can't take advantage of it, offer to take care of their costs of them coming in, essentially guaranteeing it's going to be worth them coming in.

If customer says "you always have a sale," tell him it's part of your company's commitment to low prices and high sales volume!

...or that they chose the right time to call - let's take advantage of it!

Offer to get back to the customer to help them take advantage of the sale

Kill the stall, push through.

Offer to bring the sale to the customer.

Take it to the next level!

IF this sort of creativity is too much for you, go back to the fundamentals of selling and get sold. This is the way to double productivity, learn it.

Ending Calls - Vital

Before this call ends, and after securing the appointment, always ask the prospect to get a pencil and "write this down."

Then spell out your name for them. Tell them to write your phone number.

Ask that they call you if they can't make the appointment. "If you can't make it, would you kind enough to call me to let me know."

Secure the appointment.

"Would there be any reason you wouldn't be able to make it at that time?"

Have a guarantee of the what the appointment is going to provide them in terms of value.

Remember

-spell your name to the prospect

-be firm, don't beg

Write this down

-spell your name

-address

-time

Be professional

-sell your name

-be clear about the appointment

Remember to text and email info to the prospect!

Secure the appointment.

Invite them to call with questions.

Ask if there's a reason they couldn't make it.

You'll get better with repetition!

Do this not 10x, not 100x, do it 1000x and then you will have it down.