

All right, Jeremy Miner here. Welcome to week eight. This is where we learn the specific skills on what most of you would call closing and what seven figure salespeople we call the commitment stage for the new world of selling. So, we're going to discuss that today. Real quickly, how does my audio sound? Uh, Beth, are you on? How does the audio sound tonight? >> I am. Sounds great. Picture looks great. Well, you know the picture. Thank you very much. I'm just giving you a hard time. All right. So, cool. So, welcome to week eight, commitment, aka closing for the new world of selling, the post-rust era that we live in today. Let's go over real quickly what we're going to actually learn on this specific training call. First of all, number one, you are going to learn how to commit your prospects to take the next step. Okay? So, you actually move them forward in the buying process. You're going to learn how to create urgency for them to buy now and not later, but not do that in a pushy,

aggressive way, which of course would turn most of your potential customers away from you. You're also going to learn four very powerful closing questions, committing questions that I used to that I used myself uh when I was making over 2.4 million a year as a salesperson in my industry that I came from. Uh like I said, these questions will help you elevate you to the very top. These questions are designed to get you to that 250,000 a year range. Uh if you're already there, it's helped you to get to that \$500,000 range on a yearly income. We're not talking about sales volume. We're talking about income. Huge difference. And also help you get over that 7 figure mark eventually as well. And finally, you're going to learn how to eliminate some of the words that you are probably using right now that actually trigger sales pressure with your prospective customers. Now, real quick, let's take a look at where we're at in the power of dialogue framework. Okay. So if you

remember uh week one and week two we went over the psychology of becoming a you know seven figure selling the new model of selling. Uh week three we started to go over into what's called the connecting stage. So we went over the connecting stage. You learned several connecting questions when you were calling leads, when you're cold calling, when you're meeting face to face, business to business, it doesn't matter. We also dove into the first part of the engagement stage in week three and that's where we learned background questions which are the basic facts to find out what their present situation is. If you remember week four we went through problem awareness questions over here if you can see that on your right hand side problem awareness questions. Week five we went through solution questions that involved your potential prospect and their ideas of them solving their problems. Week six, we went over consequence and qualifying questions. Confirms how important it is for them to

make a change. Consequence questions help them basically think and question their way of thinking about them actually changing their situation and them doing it. Now, week seven. Last week, we went over how to transition into your presentation, how to feedback, and basically show the benefits, advantages of your solution, how it's going to help them solve their problem from the answers they gave you during the engagement stage, those questions. See how that's connected? Now, we also went how to help people, your prospects, overcome their own concerns rather than you trying to overcome them.

We gave you several questions ability questions to be able to do that. So here we are the fifth part of the engagement stage which is called the commitment stage. This helps your prospects commit and take the next step to purchase your solution. What most salespeople would call closing. Now real quick, let's go over this real let's go over this first before we dive into some different closing questions. So, we've

talked about this very briefly in some of the training, but we're going to we're going to hit this hard real quick. So, I want each of you to realize that certain words that you're using now, and I can pretty much guarantee that you're doing this. Uh, especially if you're just brand new here in learning the new model of selling, it's going to take you a while to get some of these words out of your vocabulary. But different words and languaging that you're using is actually triggering sales pressure and sales resistance from your prospect. Okay? And you you have to learn how to really get rid of these words. So you really have to avoid this these words, the language that you're using that's doing that like the plague if you ever want to get up to that 250,000 a year of income in sales or half a million over a million a year in selling. I will tell you most salespeople when they first come to me are not even aware that many of their words they they use actually

cause most of their prospects to look at them as the dreaded salesperson stereotype that is just there trying to sell them something. Let me give you an example of this. So when you say words like you know uh Mrs. Jones, I'm just calling to see if you'd be interested in or Sally, when should I follow up with you about what we've talked about today? Or John, do you still want to move this forward? Or can I come by and show you what we can do for you? Or, you know, I can meet you tomorrow at noon or Friday at 3. Which time works best for you? Or how about we just go ahead and schedule another call to to keep the conversation going? Or just sign the contract here. And these are just a few examples. There's a lot more, but there's a few examples. But these phrases are, like I said, examples of language that trigger sales pressure with your prospects. They're used to every single salesperson saying these things. Now, again, I want you to try to imagine for a second you

having a conversation with the friend or one of your family members. Would you realistically use this type of languaging? Think about it. How would you change your language in here if that was the case? I would suggest you that you would probably be more natural with your tonality and the words you use that obviously allow a more trusting connection to happen. In short, you would be more human than salesy here. You would humanize the conversation rather than be so salesy. Okay. Now, also this phrase right here, uh, where we talk about just signing the contract is a phrase that you want to completely avoid if you ever want to be in the top 1% of salespeople. Why? Because no one wants to ever sign a contract. Okay? That phrase will make a lot of your prospect hesitate because they're getting locked into something that they might not want or later regret. So instead, you're going to change the language to make it more neutral. So this is exactly the same thing. And I'm going to jump out of here real quick.

I'm going to do something here, something back here. Okay, much better. I can see that better. Okay. So instead, you're going to make your languaging more neutral. So instead of saying signing the, you know,

just sign the contract, this actually means the same thing. You're going to say just authorize the agreement here. Uh Mr. Mr. Jones, just need you to authorize the agreement here and we'll move forward if that's what you're looking for. So, just authorize the agreement means the exact same thing as signing the contract. So, I would never use the word sign and I would never use the word contract. Replace it with authorize and replace contract with agreement or you can even say just okay the agreement here or just authorize the agreement. Okay. So, your customer is good with authorizing or okaying an agreement to move forward. They just don't like to sign contracts. So, let me give you another example of how your words can trigger sales resistance with your prospect. So, let's

say that you're coming to the end of your conversation with a prospect. You then go into trying to close them on getting another appointment with you and it looks something like this. So, the average salesperson would say this. Well, Mr. Mr. Jones, why don't we schedule another call soon to talk about, you know, more about how, you know, our our product XYZ is going to work for you and your company? But my question would be is what would happen if you attempt to close them on having another appointment with you? If they're not quite ready to move forward with you yet or you they don't even want to have an appointment with you, you would automatically do what? you would be triggering sales resistance from your prospect, right? And what would they do? Well, they of course would push back and throw out what? They would throw out objections or try to stall or try to get rid of you. Correct? Has that ever happened to you? So, how do you even know they want to have another appointment with you anyway?

What would be broken here? Trust, right? And if you don't, if your prospects don't trust you from the beginning, do you think it's going to be a lot harder for you to sell them your solution when it gets closer to the end? You bet it will be. So, if you want to book an appointment, you can just use simple, more neutral language such as this. Now, this means the exact same thing, but completely takes the sales pressure out of the question. Okay, I want you to take a look at this real quick. Here's the exact same thing. It's just more neutral. Uh, Mr. Prospect, with your Now, this is this example I'm going to give you here is let's say that you're at the end of your call and whatever you sell is usually going to take two or three calls to actually sell it or a longer sales cycle and you need to set up another time to get on another call or go in for a meeting. So, this is how you would actually word this. So, Mr. prospect. Um, you know, with your permission, and I and I enjoyed our our

call today, but with your permission, uh, we can set up another appointment to see if what we're doing here would work for your situation. Would that be appropriate? Uh, Mr. Jones, with your permission, and I I enjoyed what we talked about today, but with your permission, we can set up another appointment to see if what we're doing here would actually work for you. Would that be appropriate? Let me repeat that again. So, Mr. prospect. With your permission, of course, we can set up another appointment to see if what we're doing here might work for your company. Would that be appropriate? Do you see that there's no sales pressure in that? You're asking them for their permission. And when

somebody asks you for their permission, what what what do you typically do? You're Yeah, of course. You're really nice back to them because they're asking you for your opinion, your permission. Here's another one. Um, Mr. Jones, would it be appropriate for us to talk again on the phone to see if

we could help you? Sally, would it be appropriate for us to talk again to see if we could help you? Notice there's no sales pressure there. You're just asking a simple question. Or John, would it make sense for us to talk again to see if what we're doing will fit into what you're looking for? Now, here's my favorite. Mary, how do you want to proceed from here? How do you want to proceed from here? Or even this one. Now, that last one that we just used here, how do you want to proceed from here? I use that all the time when I was a sales professional like you. So, write that one down. Very, very important. Okay. Now, like I said, these are all on uh week eight slide, so you can go back and write these down. But that's a very, very important one to use. Now, you can also ask this. This is one I also used. John, tell me, where do you think we should go from here? John, tell me, where do you think we should go from here? Now, you'll be shocked when I when I teach sales people, you know, ask

them, "Where do you think they should go from here?" They're like, "Oh my gosh, well, what if they say they don't want to have an appointment?" Or, uh,, you know, it's like they think they're losing control if they don't try to manipulate them. But I'm going to suggest you the exact opposite is true. Because if you've taken them through a dialogue process, they look at you differently. They look at you as a trusted authority. And when you say at the end of the call, "Well, where do you think we should go from here?" I will tell you most of the time they'll be like, "Well, let's, you know, let's get together. Let you know, let's let's see if if what you're doing here would work for our situation. I've really enjoyed our conversation." Because it's a humanized conversation. They don't view you as a salesperson trying to stuff your solution down their throat. Or you could say this, "Well, tell me, what do

you see as the next step here, Mr. Jones? What do you see as the next step here?" And a lot of times they'll be like, "Well, you know, maybe you should meet our board. You know, this sounds really good to me. I think we should bring you in. And they're just going to tell you what they want the next step to be. And that typically tends to lead to a sale. Or this question, this is one I used a lot. Uh, John, what would be the next step? Or how would you like to proceed from here? What would be the next step? Or how would you like to proceed from here? It's kind of like a double question. That that works very good. Or this, uh, Sally, would you be open to us having another conversation to see if we could possibly help you? You see, when you use neutral questions such as these with your prospects, you diffuse any sales pressure. It gives your prospect the message that you are there for who? That you are there for them to see if you can help them. So, they view you much differently than any

other salespeople they have ever actually talked to. Okay? So they start to view you as an insider, okay? An insider to their company, to their family, or whoever they are. They start to look at you as the trusted authority who's only focused on helping them rather than viewing you like they view most salespeople, as the stereotypical salesman trying to stuff their solution down their throat. Now, let me ask you, do

you think it's easier to sell to your prospects when they view you as an insider, someone they trust, and someone whom they feel is focused on them and their needs rather than someone focused only on their own agenda of wanting to make a sale? Which do you think would be easier to sell to? Of course, the insider, right? If they trust you, they of course it's easier to buy from you. If they view you as an outsider trying to just sell them something, they're going to treat you like they do 99% of the other salespeople and they reject you and try to get rid of you. You will

also find, this is the best part, that you yourself will feel far more comfortable in selling when you use neutral questions and neutral language because your potential customers treat you with respect and they value you as the as a trusted advisor, a trusted authority to them. Okay? Okay. They'll even ask you questions that maybe are completely outside of the industry because they view you completely different. Now, let's talk about traditional closing techniques. Now, as you probably know, we've talked about this in some of the other products that you might have purchased uh you know from 7figure Sailing. But as you probably know by now, traditional sales techniques pretty much teach the same thing and that is focus on closing the sale. keep pushing your prospect forward. Your job as a salesperson is turn every no into a yes. And I do agree with that in a sense, but you never want to show that on the outside. So ask yourself, are you going in for the kill with your closing techniques?

Are you following the ABCs of closing? Always be closing. You know, it's kind of funny. I just I read a book from one of the old sales gurus because I, you know, I read avid reader here. I read every type of sales book known to man. And in this book, literally the sales trainer, uh, who's, you know, learned how to sell probably back in the 1970s said, "You got to close more so you make more cake." Like, and he was rubbing his hands together like money. So, okay. Have you ever considered that in the postrust era that we live in today with trust literally being at its lowest point in probably the history of the world that your potential customer picks up when you're only there to close them to make more money? Do you think they honestly pick that up from you? I'm going to suggest you that the old closing techniques do nothing more than put pressure on your potential clients. Ask yourself, how do you honestly feel when a salesperson is trying to close you? Do you feel pressure? Well, they of

course do. They feel like they're being closed and chased probably just like you do. And be honest with yourself. What do most people do when they feel chased? They run. They naturally want to retreat away from that sales pressure. And that pressure is coming from who? Well, it's coming from you. If you're still using traditional closing techniques, let me ask you, what do you do when you feel pressure from a salesperson? What do you actually do? I'm going to suggest you that you do one of these two things. Number one, you either get defensive, you throw out objections, your wall comes up, and you reject what they're offering. Has that ever happened to any of you on here? Probably. Or number two, this could happen as well. Some of your personalities will do this. You will either withdraw from them because they've overwhelmed you and you disappear from them and you don't return their calls, you don't return their emails, or their text. Ask yourself, do your prospects ever do one of these two

things to you when you're trying to close them? Or do they do both? I'm going to say I'd probably say that you probably just all say, "Yeah, that's that happens to me all the time." So, if you react to salespeople this way when they're trying to close you, how do you think your prospects are reacting to you when you use traditional closing techniques? Well, they of course do the same thing. They withdraw or they get defensive, right? So, today I'm going to show you how to avoid the pushpull. It's what I call the pushpull dynamic between you and your potential customer. Now, let's talk about one of the biggest things that you have to avoid in sales and that is assuming the sale. Now, you heard me that you heard me say that, right? Most of your training that you've ever taught or believe tells you to do what? You have to assume the sale. And hey, you know, when I first got into selling 15 years ago, I was taught the same thing. That's what I thought was

the right way to do it. But you see, in the era that we live in today, the post-trust era, the new economy, assumptive selling is pretty much dead. You see, you keep hearing it from all the old sales gurus. Assume the sale. Always look for ways to close. Once again, do you think your potential client can feel it when you're assuming the sale? Well, you bet they do. They will always feel the sales pressure when you start assuming. And what happens when they do? Well, you know, because they start throwing out what towards you? Objections, right? So, if you're getting all these objections, who's actually causing those? Well, you are. By the way, you've been taught how to close. So, let me give you an example. You get to the end and you just assume that they want your product, right? That's what you've been taught. You just assume that they want it. You start filling out the contract and you say something like this. Okay. Salesman says, "Now, uh, John, who do you want

the contract's name to be in?" Prospect says kind of like begrudgingly, "Well, I guess my name." Cesar says, "Okay, uh, give me your phone number." Uh, he writes down the phone number. "What's your address?" Prospect gives him the address. Well, okay. Now, they do a simple EFT out of your account each month. Um, I'm going to go need your bank routing number. What's your bank routing number? And then typically as you fill out that contract and you keep assuming, what does the customer usually do eight or nine out of 10 times? Now granted, you know, one or two times they'll just go along with it because they're a really easy sale and you know, they just wanted it anyways. It doesn't matter what you do, they're going to buy it. But the issue is if you want to get more than one or two people the easy sales, which for you to be in the top 1%, you're going to have to get everybody in the middle and the harder sales, too.

Uh, what do they typically do? Well, they get defensive, right? Their guard comes up. Well, wait a minute. I never said that I was ready for this purchase. Um, you know, for sure. I've got to talk with my wife about this. I mean, why don't you leave me some information and I'll get back to you after I've talked to her and we've had a chance to really think it over and kind of look at her options. Does that sound familiar? So, then you do what? You go into objection handling mode, right? you start to overcome their objections or try to feel felt found you know those you know show your features and benefits try to you

know persuade them and this is something I really you know I studied behavioral science in college I'm an average you know I study behavioral science now it's something I never really understood because the traditional closing techniques teach you how to assume the sale which behavioral sciences shows triggers sales pressure sales resistance then they teach you

objection handling techniques techniques to overcome the sales resistance that their techniques they trained you themselves actually caused. It never made it's like a tongue twister. Never made any sense to me. Now, let's go over the ABCs of closing. You've heard this one before. Always be closing. So, this is one of the first things you're going to learn from any sales trainer, you know, uh sales company. So, you got to always be closing, right? You always hear this. So the question is, does this really work that effectively anymore? Yeah, sure it's going to get some sales, but if you want to be really in the top, can you really use those techniques and be in the top 1% in the era that we live in today? So when you get to the end of the sale and you ask, uh, Mr. Jones, do you want the red one or the blue one, which is an option close, or why don't you give it a try, which is an invitational close, or okay, I'll go ahead and schedule this uh for you. Do you want to

take delivery Tuesday afternoon or Wednesday morning, which is an assumptive close? Or are we going to do the contract in your name or your company's name? Which is an option, an assumptive close or a choice close there. Okay, you could be kind of one of those similars. Now, what about this? And let's say, you know, I'm just going to throw an example. Let's say you sold financial services here. Uh John, if I could show you the very best investment you could ever make, would you want to see that? If I could ever if I could show you the very best investment you could ever make, would you want to be part of that, which is a demonstration close? So, I will tell you when you use the words, if I could show you, if I if I, who does a focus immediately go to? Well, it of course goes to you. And now you put yourself in a position to actually prove to your potential customer with facts, stats, features on why your product is the best. But once again, whose opinion is that coming

from? Well, it's coming from you, right? Which, by the way, every other salesperson is also telling them the same thing that they're the best at that or the best at this and why they should go with him. Every salesperson that's competing you has their stats and features and benefits to try to prove their point. They're all saying the same thing. So your potential customer is used to every salesperson trying to sell them something saying the same thing that you are. So they have become desensitized to hearing that. They view you like any other salesperson. That's why they finagle you with price. Just so you know, because you're not the trusted authority yet. When you're the trusted authority, price becomes a non-issue at that point because why would they go with just another salesperson when they have the trusted authority in the room? Price doesn't become as relevant at that point. So remember, we live in the post-trust era. Trust is dead in the marketplace. So if

you set yourself up to prove yourself now, and the prospect is the skeptic who tries to prove you wrong. So instead, you just simply change the wording to if there was. If there was, I don't know if I put the right

there in there. I definitely was not awesome at grammar in high school and college. So, you say if there was. So, once again, let's say that you sell financial services as an example. Once again, you just apply this formula to whatever product or service you sell or whatever industry you're in. So, the same example, John, if there was an investment out there that could get you the returns you're looking for, would that be of possible interest to you? So instead of if I could show you, you say if there was, do you see how much more neutral that is? If there was an investment out there that could get you the returns you're looking for, would that be a possible interest to you? You know what they're going to say? Well, yeah. Well, I mean, what is it? Cuz you're more neutral. So,

you're in a neutral position instead of having to prove it to your prospect. You see, sevenfigure salespeople are always neutral. Average salespeople are always what? Well, they're one-sided. They focus on themselves and their world rather than their potential clients world. So, these old closing techniques, I I would I mean, they sound good in theory, right? Sometimes they sound flashy, but the issue is in the era that we live in today, consumers don't fall for them anymore like they used to. They've heard these for decades. They have the power of technology now. They know they have many other choices to to pick from the exact same product or service that you actually sell. They know who your competitors are. They don't want to be manipulated. They know they don't have to be manipulated anymore. I will tell you this, and this is something you should write down. Today's consumer doesn't want to be talked at, and sold. They want to be asked, heard, and most

importantly, they want to be understood. So, if I could suggest something to you, if you keep thinking that the way to close is to be aggressive towards your potential client, posture them, push them, and you keep using those techniques, you're going to make some sales for sure. I've even seen salespeople do that and make over \$100,000 a year. Now, they definitely had to work a lot of hours for that. They had to be uh really calling a lot of leads, a lot of numbers game, which burns most of them out. But I will tell you, you will keep losing many, many sales that you could have made and losing tens of thousands of dollars that could be in your bank account every year by using those techniques. I would also suggest selling could be much more profitable for you and more of a fulfilling experience for you and more importantly your customers by changing the way you close and more importantly think you actually have to close. Now let's talk about that. How do we change that? So in the new model of selling the

sevenfigure salesperson does not even use the word closing. We don't use the word closing as we understand that word has a very negative stigma around it for your potential customer. Think about it. Do you think that uh that way of thinking about closing someone comes out when you're communicating with your prospective customers? You bet it does. Ask yourself, how would you feel if you overheard a salesperson who just sold you something saying to another salesperson, "Yeah, I just closed that lady or I just closed that guy." How would you honestly feel? Right? Like a sucker. So the sevenfigure salesperson, we use the word committing. Committing. Write that down. Committing. Never closing. A commitment to take the next step and purchase your solution. Committing basically means

the same thing as closing, but it's what? It's more of a neutral word. Do you see that? Now remember, committing or what traditional selling calls closing in the new model of selling is only 5% of the

sale. Now, okay, it's not 30% like it is in the old model because a sale has already been made in a potential customer's mind during the engagement process from your skilled questions and your listening skills that you established. They've already pretty much decided before this ready to move forward. So, in their mind, you are the trusted authority at this point. Of course, the next logical step for them is to purchase your solution. Why would they purchase from just another salesperson trying to sell them something when they have the trusted authority right in front of them? Would you would you go and purchase from just another salesperson or the trusted authority in your market or something you wanted to buy? You would of course purchase from the trusted authority. So, at this point in the sales process, the commitment to move forward is a very natural step after you presented back what they told you they're looking for from the answers they gave you and how your solution, what you do, can help

them solve that. So, it really takes two forms. Number one, a commitment to take a series of intermediate action steps which will lead to a sale. So, these are just smaller steps they take that lead to sale. Number two, a commitment to actually purchase your solution and do business with you and your company. Okay? So, here's where you're going to make a suggestion. So, you're going to come to a point where you'll need to decide one of two action steps. Okay? And you'll you'll know as you as you go through this process, you're going to feel, yeah, they need some more probably smaller commitments before I can I can really ask them to move forward and purchase or no, they're they're ready to purchase now. So, you're going to either ask for the commitment to purchase from you or you're going to make a suggestion to take another step in the process of more discovery for them toward making the final decision. Okay? So, when they take smaller steps, that typically lends

them to make the final big step. Okay? So, whatever you do here though, you need to ask for the commitment for them to do something. Okay? If they do nothing, you're dead. So if your potential customer t needs to take more steps for to make a decision, this is where you'll selectively use sales tools that maybe your company has available for you. Okay? So you're going to make a statement. Then you're going to ask one of the following questions if you feel they need more steps before they can purchase your solution. Here's the setup question. I bolded it here for you. Uh John, with your permission, what I'd like to suggest as the next step is so this is if you know that the you know they're not quite ready to purchase, there's more meetings, you're moving them forward to make smaller commitments. So you always start out with this lead question. John, with your permission, what I'd like to suggest you as the next step is and then you would just plug in what that next

step is. What do you want it to be? Let's I'm just giving some examples on here. Uh John, with your permission, what I'd like to suggest is the next step is we review more about your business plan you've discussed. Uh with your permission, what I'd like to suggest is the next step is we look more closely at

XYZ pro product that you talked to me about. John, with your permission, what I'd like to suggest is the next step is we look more closely at some of these other problems you were talking to me about earlier. John, with your permission, what I'd like to suggest is the next step is we have another meeting to see if we can actually help you with what you're looking for. Would that be appropriate? You see how we added that word in there? So then we're going to add in another question. So the first question would be with your permission what I'd like to suggest as the next step is. Then you're going to tell them what you want the next step to be and then you're going to

ask a question at the end. Would that be appropriate? Or would you be open to that? Or would you feel comfortable with that? Or would that work for you? So, let me give you an example. I'm just going to run through it. John, with your permission, what I'd like to suggest as the next step is we get you a brochure that goes over how we might be able to solve the solution you talked about. Would that be appropriate? See how that works? Very easy. No sales pressure, very smooth, but very respectful language. Okay. And they'll be like, "Yeah, okay. Well, let's do that." Yeah. And they'll they'll move forward because that you're not trying to assume and and take something over their head. Okay? So, you want to make your potential customer feel that they are part of the process instead of trying to manipulate them. This never made any sense to me. And pull the bag over their head like 99% of sales people out there try to do. Always make sure you you both do that.

So you're always going to make commitments to do something by a certain time frame to keep progressing the buying process forward. Now get your prospective customer involved with you in this process. Okay, with these questions because they will feel that you are there to help them, not just make a sale to them. Okay, realize some of your prospects will move at different speeds, right? are different people with different personalities and sometimes it takes some of your prospects more smaller steps before they make the final one of actually purchasing your solution or buying from you. Okay. Now, to keep them involved, you can also ask questions like this. Uh John, what would you like to see next? Mary, what would you like to see next here? What would you like to see? Or what do you think the next step should be? Or would you like and then just plug it in until you've covered everything that's actually of interest to them. Now, you can also ask questions to see if you and your prospect are on the same page.

Okay? So, these are like checking in questions. Okay? You might have heard them called check in check for agreement questions. So, questions like this. Sally, would this help you? So, while you're, you know, asking them questions or you're kind of showing a few benefits of your solution, John, would this help you? Or Sally, what do you see the benefits of all this for you? What do you see as the benefits of all this for you? Now they're going to tell you what they see the benefits of your solution are for them. But more importantly, who are they telling them that? They're telling that them to themselves, right? So if they start to tell you how they see your solution benefiting them, they tell who? They're also telling themselves. And when your prospects start to tell themselves on all the great benefits of why they

should do business with you, is that more persuasive than you telling them the benefits of your solution? I think you know the answer by now. So, another one

here. Well, does that make sense? Or would you like for me to go over that with you again? Or do you feel comfortable with what we've covered so far? This is a big one that I used to use all the time. Sally, do you feel comfortable with what we've covered so far? Oh, I Yeah, I feel comfortable. Why though? Well, why do you feel comfortable? Well, I mean, just because of this and that. Okay. Now, here's also some questions that you can use to check to see if they have any concerns. These are important, too. I use these these four that I put I use all the time. Sally, would you feel comfortable with this? John, how does this feel so far to you? How does this feel so far? Sally, how does this look to you? How does this look to you? Sally, is there anything you'd like to address to me at this point? Especially if you think they might have a concern just by their body language, if you're if you if you're in front of them or maybe their tonality in the voice. Sally, is there anything you'd like to

address to me at this point? Now, if you feel the potential customer is ready for the next step to buy into your solution and do business with you, here are the most important closing questions you will ever learn. I will tell you this is part of what separates the seven figure salesperson from average salespeople. So, I'm going to give you right now four very powerful closing questions, if you want to call them that. I call them committing questions that if you use them properly and in the right time of the sale will help you get up to that 250,000 your range half a million. Some of you eventually will get over seven figures by going through this over and over. Now let's look here. So when you know at the end of the sales process that it's time to commit them to take the next step and purchase your solution, you're going to ask this question. It's actually a very simple one. Sally, do you feel like this could be what you're looking for? Um, Mr. Mr. Grace, do you feel like this

could be what you're looking for? And notice how simple of a closing question this is. You're just asking them, do you feel like this is what you're looking for? It's neutral, but yet it's very powerful. I will tell you if you have done your job right in the engagement process and asked the right questions at the right time and gone deeper into those conversation with more questions 90 to 95% of your prospective customers when you ask this committing question will say yeah I feel like it is seriously nine out of 10 sometimes 10 out of 10 will say yeah I actually feel like it is then you're going to say this so when they say yes it is you're going to ask a clarifying question. Well, why do you feel like it is though? And say it in that tonality. Well, why do you feel like it is? Why do you feel like it is though? It's not it's it's almost you're like you're you're arguing. It's like a soft argument. It it's not an argument where they're like,

"Why is this guy being mean to me?" But you're just questioning, "Well, why do you feel like it is? Why do you feel like it is, though?" So, once again, you're going to ask more than just a surface question. Why? Because not only do they tell you why they feel your solution is right for them, but more importantly, who are they telling? They're telling themselves why your solution is the best. And when your prospects get to the point where they start to tell them why they want to do business with you, do you think that's

more persuasive than you trying to tell them why they should do business with you? Then you're going to ask this committing question. I mean, do you feel like this is something you can do that will get you where you're wanting to go? Now, sometimes you're going to use have, do, or use depending on if you sell a product or a service or what your industry. So, let me give you an example. Do you feel like this is something you can have that will get you

where you're wanting to go? Do you feel like this is something you can use that will get you where you're wanting to go? Now, this is powerful because in their mind, they will look at your solution as longterm. You don't have buyer remorse when you ask these questions. It's something that can get them where they're wanting to go. You will then ask them again this same clarifying question. When they say, "Well, yeah, I think it is." Well, why do you feel like it is? Well, why though? Again, they tell you. And more importantly, they tell themselves again. And then you're going to ask this committing question. And this is where you're going to plug in whatever you sell here. Well, John, I don't really have anything else to go over with you. I mean, it looks like we've possibly covered what you're looking for. I mean really the next step is is we make some type of arrangement for and you're going to plug in what you sell. Uh you can do

wire card and at that point then you're going to plug in tell them the next steps after they purchase. Then you're going to ask this question. This is important that you ask this question at the end. If you don't ask this question it's not going to be as effective. Would that be appropriate or how would you like to proceed from here? Take that one to the bank. that committing question I asked all the time when I was making a few million dollars a year as a salesperson. Well, John, I don't really have anything else to go over with you. I mean, it looks like we possibly covered what you're looking for. Uh, really the next step would be is we'd make some type of arrangement for you can do wire or card and at that point we will would that be appropriate or how would you like to proceed from here? Now, most of the time like yeah that would be appropriate and then you just tell them what to do next. Now, sometimes they'll have a concern. Well, how much is this again? Or, you know,

I've got to talk or they'll have a concern there. And that's when you're going to go back into asking your questions to clarify what their concern means. Okay. Now, here's another question you could use here. Sometimes this is appropriate. I don't use this a lot when I was a salesperson, but I've used it sometimes. It worked very powerful. And you could say, "Well, where do you think we should go from here? Where do you think we should go from here?" You would be shocked when people like, well, I mean, is there an agreement we need to uh authorize or do we need to how do we pay you? You just ask them, where do you think we should go from here? Because they've already sold themselves with all your questions and your listening ability. They have already told themselves that they are ready to purchase. You're just asking a few committing questions at the end to move them forward and take the commitment. That is it. So, this is a very powerful committing question and it

shows them that you respect them and their opinions. Now remember like I said they have already

decided during what we call the engagement stage of the sales process. Okay. So logically when you ask these questions at the end they're ready to move forward. Okay. I want you to watch the power that you will actually have once you give up what you thought was power by trying to assume the sale and trying to close them. Okay. They will look at you completely different than any other salesperson they have ever dealt with. In fact, I will tell you, they will not even view you as a salesperson anymore. They'll view you more as an adviser or friend. And let me ask you, what would happen to your sales conversations if your prospect viewed you as an advisor and not just another salesman trying to sell them something? Completely different results, right? I will tell you the four words that you will never ever want to hear. If you're hearing these words, it means you are not making very many

sales. And that is you're a great salesperson. If you are having people say that you're a great salesperson, that means they are more than likely probably not buying from you because why? Because they feel sales pressure and they feel pressure and they anxiety and they're putting that up the wall. They're just being nice and saying you're a great salesperson, but notice how they're not purchasing from you even though they're saying that. When you become when you learn the new model of selling and you get up to that, you know, 250, 500,000 yearly range or a million dollar a year range, your prospects don't even think you're selling them something. Okay? If I ever did a really bad job, which is very rare in the sales process, you know, I had probably, you know, seven, eight, nine years of me making over seven figures, I might have had two or three prospects that said, "Boy, Jeremy, you're a really good salesperson. You could sell anything to anybody." And I

knew I'm like, "Crap. I did something wrong. I I you know, I just I put I got lazy. I didn't listen. Put too much pressure on them. Was you know, going too a little bit too deep. And that was my fault." Okay? So, you never want to hear those words. Now going to give you a few examples here and these are just from different industries. Once again, whatever you sell, you're just going to plug it in. Okay? Let's say if you sell any type of coaching services, health coaching, personal business coaching, tax coaching, whatever, uh financial planning coaching, you know, estate coaching, whatever, you can ask, "Well, do you feel like this is something you can do to get you where you're wanting to go in your life? Do you feel like this is something you can do to get you where you're wanting to go in your life?" That is a closing question. They say, "Well, yeah, it is." Well, why though? Let's say if you sell financial services, Sally, do you feel like this

is something you can do to get you where you're wanting to go with your portfolio? I sure do. Why do you feel like it is? Let's say if you sell insurance, health insurance, whatever type of insurance, do you feel like this is something you can have to give you more peace of mind about your family's future? Well, yeah, I do. Jeremy, why do you feel like it is, though? Let's say if you real say real estate, do you feel like this is the home for you and your family? Do you feel like this is the home for you and your family? Well, I think we do. Why do you feel like it is though? You see how it makes them commit to that? Okay. Now, real quick, I want to bring just a few of you out here. Let's role play real quick. I want you guys to

practice some of these questions. I'm going to bring out some of you here because I know some of you are always shy. Uh let's see. I'm going to bring out who do I want to bring out here? Uh, let's see. I'm going to bring out

Cordell Cook. Are you on Cordell? >> Yeah. Can you hear me? >> All right. Let's bring you out here real quick. We might have time for a second person, but let's just go ahead and role play here. So, tell me again. I think, you know, I think I brought you out on another call before. Uh, you're in digital marketing services, right? >> Yes. So, you sell digital marketing services and those services help your clients, which most of them are probably business owners, I'm assuming. >> Yes. >> So, it helps business owners have more of a presence on the internet. Correct. >> Uh, yeah, that's that's one that's one piece of it. >> What else? Um, part of what I do is also to help them increase repeat business. to stay engaged with their current customer base. But the overall goal is to increase sales. >> Okay. So, let's go back up to some of these committing questions and I'm going to have you role play on me because really the question you would

ask, it's really simple. You would say, "Well, Cordell, do do you do you do you feel like this could be the answer for you or do you do you feel like this could be the answer for you or do you do you feel like this is what you're looking for?" So a lot of times you can also reward it Cordell and you can say do you feel like this could be the answer for you? Okay. So with your digital services you could say at the end uh John do you feel like this could be the answer for you? See how easy we do that? So I want you to roll play on me real quick. I'm just trying to get you guys in the in the mode of practicing these quote unquote closing questions or committing questions. Okay? Or you can use, you know, do you feel like this is something you can do to get your business where you're wanting to take it? >> You know, if you're selling to a business owner, right? >> Uh, so let me be the business owner real quick, Cordell. And and just, uh, let me let me put this back up here where you

can actually see the slide. Uh, let's see here. Okay. See that right there? >> Yes. >> Okay. Okay. So, so at the end, we're at the end here. Cordell, you're going to ask me this committing question and I'm just going to take it somewhere and I want to see how you respond. Go ahead. >> Okay, Jeremy. Um, uh, do you feel like this could be something that you're looking for? >> You know, um, I think we might actually. >> Well, why though? >> Okay, that's a good question. So, why do you feel like it is though? Why do you feel like it is? So say that a little bit more longer. So well, why do you feel like it is though? See how you do that? So you want to, like I said, this is like, and it's going to take you guys a while. It's like a It's like you're an actor, right? And you're memorizing your line. It's like you've got your script. You memorize it, but you make it sound very natural. You know exactly what

you're going to ask, but you make it seem like you're thinking about it, like you're in the movie, right? They all know they're lying, but there's emotion involved in it, right? There's facial expressions. Do you see how they do that? So, I might say, "Well, Cordell, do do you feel like this could be the answer for you?" So, write that down as well. I didn't put this on the slide, but this is one closing question I used to

use a lot. Do you feel like this could be the answer for you? John, do you feel like this could be the answer for you? And that really applies to anything you guys sell. Do you feel like this could be the answer for you? Yeah, I do. Well, why do you feel like it is, though? Well, because of this, because of that, because of this. See how that works? >> Yeah. >> Okay. And then I was just kind of like acting and I guess I um I naturally talk slow. So >> that's perfect. >> I kind of talk faster when I'm in

situations like this. So I don't talk in my natural pace. >> And it's not bad to talk slow, Cordell, because if you talk extremely fast and try to speed it up, typically what do most people do when somebody's talking fast to them? >> They feel overwhelmed, right? >> Yeah. So, you definitely want to slow down. Now, you don't want to slow down like this, you know, but you want to, you know, you want to talk in a normal conversational voice. You've got verbal pauses. You sometimes stop to think like that. See how that works? So, you just voice fluctuations. Okay? So, that's something you got to really repractice on. Okay? You're getting it, but you got to keep practicing on that. Like I said, learning how to become a seven figure salesperson is not something you learn in three or four or five weeks, okay? It takes continuous practice. Like if you're an actor, you don't learn how to be Brad Pitt or George Clooney in six or seven weeks, right?

>> You learning and growing and practicing. And really, the top sales people are the ones who practice the most. sales people who don't make as much money are the ones who don't practice right, who don't hone their skill set. Okay? And then the next closing question you would ask after that is be like, "Well, I mean, do you feel like this is something you can use to get your business where you're wanting it to go?" So, Cordell, that would apply for you because you're selling to business owners, right? You can say, "Well, do you feel like this is something you can use to get you where you're where you're wanting to take your business?" And they say, "Well, yeah." And then you say, "Well, why do you feel like it is, though?" See how that works? >> Yep. >> Perfect. All right, I'm going to go and bring out another person here. Let's just bring out somebody random. Um, do I have a Chris James on here? Chris

James, are you on? >> Yeah. How you doing? >> Awesome. Chris, what do you sell? >> Uh, network marketing. >> Okay. So, you're in network marketing. So you are you recruit people to join your business perch products and service for you. So this is the same it's really the same question Chris. >> Yeah. >> Do do you feel like this could be the answer for you? >> And they say well yeah and then you say well why do you feel like it is though? >> So I want you to do that on me real quick. Okay. >> All right. I'm ready. >> So Jeremy do you feel like this uh could be what you're looking for? >> Yeah. You know, I think it possibly could be. >> Okay. Well, well, why do you feel like it is, though? >> Okay, that's good. Here's how here is how it use kind of more of your voice. So, when they say, "Well, yeah, I feel like it is." Well, why do you feel like it is, though? So, don't say don't say,

"Okay, why why do you feel like it is, though?" Because when you say that, it sounds like you're reading it from a script, right? >> Yeah. >> And and you are right now because this is the first time you've heard it. But I want you to pretty much memorize this question, guys. Realize to get up to that, you know, if you

want to make 250,500,000 a year, a million dollars a year or more in your profession, you're going to have to memorize a lot of these questions. It takes work, right? It's not something you're just going to be lazy about and then all of a sudden you become a millionaire tomorrow. Okay? >> Communication skills take work. And if you're dedicated to that, you will actually get up to that same level. Okay? >> Gotcha. So you just say, so then instead of saying, okay, this like you sound like a script, you you just like like we just talked about, you're an actor, right? You're one of the best actors. You're saying, well, what why do you

feel like it is, though? Why do you >> Why do you feel like it is, though? >> Exactly. Much better. Chris, you see your voice fluctuations there? It sounded much more real and authentic. >> See how that works? >> And then you would ask the next question. And so I mean, do you feel like this is something you can do to get you where you're wanting to go in your life? >> So do you feel like this is something you could do to get you where you want to go in your life? >> Exactly. So with what you sell, network marketing, they're doing something, right? They're starting a business. Uh they want to make more money. They want to have more time with their family. That's your industry. So that's that's exact question you use. So Sally, do you feel like this is something you can do to get you where you're wanting to go in your life? And they would say, "Well, yeah." And then you would say, >> "Well, why do you feel like it is,

though?" >> Exactly. See how that works. And once they tell you why they feel like it's what they're looking for, >> they're doing what? >> They're telling themself themselves. >> They're persuading themselves. That is what they're looking for. Do you see how that works? >> So, you're no longer trying to persuade them. They're persuadeselves. Yes. >> All right. Now you're getting it, guys. Good job, Chris. I appreciate you coming out. >> Thanks. >> Okay. Magic. That was really good. Okay. Now, let me go ahead and jump back in here to where we were at. Okay. Now, I'm going to give you another really, really good tool that you can use. This is called a calendar statement commitment. Okay? This is called calendar statement commitment. Okay? Some people call it a calendar statement close. I've kind of honed that. I called this calendar statement commitment commitment. Okay? So, at this point, you're going to ask for the commitment

on a point in time. Okay? So, the prior agreements are already in place. Let's say if you're selling business to business, you've got agreements in place. They're carried along in the dialogue. Your prospect is feeling the momentum. Okay? So, your prospect has bought into you at this point. They look at you as the trusted authority. Okay? They don't look at you as another salesperson. So, they're serious about doing business with you. So, agreeing to do business with you is just a very logical conclusion. I mean, why would they buy from another salesperson if they've got the trusted authority on the phone or in the other in the room with them? So, it's simply the time for you to ask for the commitment for them to move forward. So, you would suggest the following. Okay? So, you would say something like this, and I put this right here in in italiciz. Okay? So, Sally, in order to do this for you, uh, would it be

appropriate for us to get out our calendars and schedule the next

steps and this especially if you're selling to businesses, you always you want to use the calendar close. This is really good, especially business to business. So, John, in order to do this for you, would it be appropriate for us to get out our calendars and schedule the next steps? So, once again, you're just asking them. You're not assuming. You're not saying, "Well, let's get out of our calendars and make the next steps." because then they would look at you like, "Well, I I don't know if I'm ready for that." You just ask, "Would it be appropriate for us to get out our calendars and schedule the next steps?" Now, notice the calendar statement is phrased in order to do this for you. For you, right? We're focused on them, right? So, you're carrying out their wishes. Committing is the last of the prospect's many logical conclusions in the sales conversation. So you've done this. You've demonstrated a complete understanding of their problems. You

have fit the correct solution to solve those problems from the answers they gave you from your questions. You are now putting the proposed solution into effect. This is what commitment or committing actually means. So I'm going to tell you these are not tricks. There are not fancy moves. They're not manipulative techniques. You are detached from the expectations of making the sale and instead you're what? you're focused on seeing if there's a sale to be made here in the first place. So, your only caution here is to avoid any sales pressure on your potential customer because at this point, it would be extremely hard for your potential customer to say no. I will tell you that. So, you just avoid the sales pressure. So, then you're going to tell them what the next steps are. You can ask for a conditional decision such as, "John, if you were to go ahead, can I ask when you would?" You're saying if you were to go ahead, can I ask when you would? Sally, if you

were to go ahead, can I ask when you would? Or is this something you're looking for now or when do you want to? Then you're going to fill in how your solution solve their solves their problem. Now, here's an example. I'm just going to give you a few examples from different industries. You know, I train a lot of sales people and that sell franchises and businesses, also people who are network marketing, head hunters, recruiters, too. So, something like this. John, is this something you're looking for now or or when do you want to find a business where you can make more money? Now, you would only plug in to make more money if they told you from your questions that they're looking for a business to make more money, right? You're just plugging in what they told you they want to accomplish. Now, let me give you another example. Let's say you sell real estate. Mary, is this something you're looking for now or when do you want to find a new home so you can be in a better

neighborhood? Now, you would only plug in a new home in a better neighborhood. If they were if they've already told you they were concerned where they currently live, let's say they told you there's a lot of crime in their neighborhood or there's been breakins, you'd only plug that in if it's appropriate. Mary, is this is this home something you're looking for now or you know, buying a new home, is this something you're looking for now or when do you want to find a new home so you can be in a better

neighborhood? Okay. Now, let me give you a complete example how this looks and works. And let's say in this example, let's just, you know, for heck's sakes, I actually sold um I actually um when was it? Uh about a year ago, I trained a few salespeople that sell truck maintenance programs. Believe it or not, I never even knew this existed, but it makes sense, but they sold truck maintenance programs. I had no idea. So, let's say that your potential customer, Janice, has said

that she'd like to begin a maintenance program for let's say they had 34 trucks. So, she'd like to do that in March. So, what is the first step to get ready for March? Uh, you may suggest a step you'd like Janice to take and then you're going to tell her a step that you will take. That's how this works. Okay. So, you have four ways to generate next steps. Number one, actions the potential customer offers to take. Number two, actions the potential customer wants you to take. Three, actions you offer to take. And four, actions you want your potential customer to take. So the next steps can vary depending on the situation. Okay. So number one, let's say if you sell from an iPad or you're on a computer when you sell or that's what you have in front of you and the potential customer agrees to buy, uh then you know you have them log in, they they purchase, you just email them the the invoice. All right? So those type of sales, those next steps only take a few

minutes. The the deal's wrapped up. It's, you know, basically you sell it, you throw it over your back and you move on to the next person because the delivery follows and you might not even see the customer again. Okay? But in our world today, a lot of sales is more complex, right? So in other scenarios, the salesperson might get a firm commitment from their prospect to do business, but let's say the follow-through has to wait upon, you know, maybe the board to decide or maybe corporate councils getting the contract to review it. Um, and some businesses, you know, a qualified buyer might have to, you know, even submit the decision as a protocol to their, you know, management team above them. It just, it depends on what type of industry you're in. Now, in many cases, the next step is the first stage of implementation, okay? Which then assigns a series of tasks to both the salesperson and the potential customer. Now, like I said, the calendar statement close or the calendar

statement commitment is more for a complex sale. Okay? You typically might not use this like if you sold uh you know smaller priced items like maybe network marketing or you sold furniture, you sold cars, you might not necessarily really use this for this. This is more like complex sales that we would use this. Okay. Now, you can use some of these questions, but I'm just saying the whole process. Also, you can use this if concerns block the agreement. You then commit on any step that keeps the dialogue going. Uh basically while you help them resolve their concerns from your questions you're going to ask. So basically you're going to fix the dates with questions here. So as we know the calendar is composed of what? Composed of dates, right? So you're going to ask for a commitment to book on that calendar. Here's how the commitment questions actually might look. Let me give you some examples. So the salesperson says, and once again in this example, let's say that you sell truck

maintenance programs. So you say, Janice, in order to do the truck maintenance program for you,

would it be appropriate for us to get out our calendars and schedule the next steps? In order for us to do this for you, would it be appropriate for us to get out our calendars and schedule the next steps? Now, you're going to nod your head. Notice there's zero sales pressure in this question. You're simply asking if it's appropriate. You're not assuming. You're just asking. They said, 'Yeah, that works. Reach through their calendar. Then you say, 'Well, you had mentioned you'd like to be up and rolling by March. Which date are you thinking that month? Now, notice how the customer's conditional decision to begin in March is treated as a decision because we said in the beginning, if you were to go ahead with something like this, when would you actually start? And they said March. So now we're going to treat that as a conditional decision. So you'd mentioned you'd like to be up and

rolling by March. Which date are you thinking that month? The potential customer then says, "Well, you know, maybe the third week would be better." Then the salesperson says this, "Okay, well, let's let's say the first truck comes in around March 18th. What's the first step you need to take? What's the first step you need to take on your end to make that happen?" So, you're going to ask them to make a commitment. What's the first step you need to take on your end to make that happen? Then they would say, "Well, I need to show your company's contract to my legal department." and something like that. Salesman say, "Well, that works. I can actually give you a copy of our standard agreement if you'd like. You know, try not to get bored going through all that mumbo jumbo." Kind of laugh a little bit. Notice how we change the term contract to what? Agreement, right? We always want to use the word agreement. We never want to use the word contract.

Softer, more neutral language. Remember, your customer does not like signing contracts, but they love authorizing agreements. Now, here are the steps that we would need you to take on your end if that's appropriate. Okay? So, you're talking to the prospect again. Now, John, here you know, Janice, here are the next steps that we need to take on you to take on your end if that's appropriate. With your permission tomorrow morning, I'm going to scan an email form for you to list the model, year, and registration of all of your vehicles in the program. Now, also, can you have the agreement back to me by, let's say, February 18th, about 30 days out, so I can schedule a crew with you? Would that be appropriate? You see how you did that? You're telling them to take the next step. So, here are the next steps that we're going to need to take you to take on your end if that works. With your permission. See, notice how you put in with your permission. See how neutral that is? Soft it is. With

your permission, tomorrow morning I'm going to scan an email form. List the model year registration on be program. Also, can you have the agreement back to me? Would that work or would that be appropriate? Do you see how there's no sales pressure? It's very, it's like a normal conversation. You're just asking. That's all you're doing. Then they say, "Well, yeah, I can do that." Then you're going to say, "Okay." Normally, I would advise you when you're bringing a truck, and this is something I learned from training some sales people in that industry. So, normally I'd advise you when you're bringing a truck based on mileage, but the first time around though, it might make more sense for us to give me the

dates when your trucks are going to be available. So, just use your registration number. Will February 18th be okay? Well, you know, that might not work. Can we do a few more days out? Let's say maybe the 23rd. Okay. Well, well, that'll be fine.

Uh Janice, is there anything you'd like to address to me at this point? You're asking that question to do what? Check for any concerns because if they have concerns, do you think it's more appropriate to address them now or after they give the legal contract to their lawyers to look at? Well, you probably want to address the concerns now, right? So, you always want to find out if they have concerns because if you don't address them now, you possibly could be toast when she talks to her legal department. Right now, potential customer uh says, "Well, if my legal team needs to amend the agreement, I need it signed and emailed over to me because I'm out of town next week. I don't, you know, foresee anything big. Maybe just some small changes or technicalities." Okay, that works, Janice. Uh tell me, is there anything else you'd like to address to me besides that? Now, just make sure there's nothing else she wants to bring up. You would actually be shocked at how many

prospects will bring up another concern when you ask that. Okay? They might say, "Oh, yeah. Well, I forgot. If my division manager of the fleet needs to get a hold of you, can I give them your cell number?" Yeah, that would be fine, of course. Now, congratulations. Okay, you've just now helped your prospect move forward. They trust you. They look at you as a trusted authority rather than just another salesperson trying to sell them something. Now notice from that dialogue how they treat you and have respect for you because each of you shared a perspective the potential customer by painting a picture of their needs and you by simply listening and asking skilled questions. So the final decision is a win-win for you and more importantly your potential customer. Now let's do this. I promised this to you from the very beginning. This is this chart right here. is for you. So you don't have to go through each week and basically write down, you know, the connecting questions

and write down all the background questions and write all the problem awareness questions and solutions. So I just put them in order here for you. Okay. So this is a dialogue framework chart work uh framework here that you're always going to have this. I would print this off. Literally print this off. Take this on your sales calls, have in your briefcase, have it by the phone. You want to have some questions there ready to use. Now, I'm going to give you the format of the question, okay? The beginning part of the question, you just have to plug in your product or service or what's appropriate for that end. Okay? Because we've got we train many different sales people from geoz hundreds of different industries, probably thousands by now. Okay? So, first of all, the first part of the dialogue is what? Connecting questions. Remember, we worked on those in week three. So, here's a few connecting questions. And this is if you're calling, if you're meeting, you know, it doesn't matter.

Just connecting questions such as, and remember, connecting questions do what? They put the focus on your prospect in their world. They take it off of you. You always want to put the focus on them, especially in the beginning. So, have you found what you're wanting or are you still looking for? Plug in

what you know what you offer. I was just curious, what was it about the that attracted your attention? Let's say if you're calling back a lead, they responded to an ad, you'd plug that in. I was just curious, John, what was it about the ad that attracted your attention? Anything else that attracted your attention? So, those are a few connecting questions. Okay, you're always going to ask one or two of those. Now, background questions. I gave you many different background questions you can ask. Now, as a side note, this is very important. You would never ask eight background questions. That's too many. They're going to feel like you're grilling them. You only ask two, maybe

three, such as what are you doing now? What are you using now? Why do you you who do you use for? What type of what type of are you? How long have you been? What have you got, you know, what got you involved with? So, how long have you been using XYZ product or what got you involved with that company? Let's say that they're already using a vendor. Let's say you sell, you know, for example, the digital marketing services. Well, how long have you been, you know, let's say you find out they're already using a company. How long have you been with XYZ company? I'm curious what got you involved with that company. Do you see how you just plug in what you sell? So, what are you doing now? So, the question, what are you doing now is basically finding out what they're doing now to solve that problem. So, let's say you sell network marketing. We had a gentleman that came out, Chris, that sells network marketing. So tell me, John, uh, what do you do for a living now? Because as a network marketer,

you'd want to find out what their background is, what they do for a living now. So what do you do for a living now? Oh, okay. How long have you been an engineer? Okay. And what got you involved in being an engineer? See how that works for network marketing? Or let's say if you sold franchises, same thing. So what are you doing? U so what what are what are you doing now for a living? Or let's say if you're a head hunter, what what do you do for a career now? Or let's say I'm just giving you random examples. Let's say you sell insurance. So, who do you use for your insurance now? Or uh let's say you sell cars. So, what type of car do you have now? Or what type of car do you drive now? So, you're just plugging in, finding out the background. Like I said, use two maybe three of those. Okay. Now, if you have questions now, I know some of you are on here because each week we have new people that join the 8week academy and sometimes you just jump right on a live, you know, uh training

call and you've never gone through any of the recording. So if you've not gone through, you know, week 1 2 3 4 5 6 and seven, this is not going to make as much sense right now as if you've gone through, let's say, week three where we focus strictly on, you know, background questions in week three. So if you get confused about these background questions format here, just go back to week three, go to the background questions part and just plug it in because we did probably, you know, we probably train on background questions for 30 minutes. Now the next slide here, let's talk about problem awareness questions. So this is where you find out if they like their present situation. You know, do they like where they're at right now? Okay, you're going to ask uh a lot of these questions actually, but I would say on

average you're going to ask probably three or four here. Okay, sometimes a few more depending on the answers you get back, such as do you like what your what do you like? What

don't you like? Depending on you're not going to say what do you like, what don't you like. You would just say, let's say that uh you know, let's I'm going to give Chris an example here. Let's say you sell network marketing. So you find out their background is they're a civil engineer. You would say, well, do you do you like what you do for a living? That would be a problem awareness question. And they come back and they say, well, I love it. And you say, well, what do you like about it? Do you see how it goes there? If they say, well, I, you know, I don't really like XYZ product. Let's say that you sold um heck, I don't know. Let's say you sold uh Apple iPhones. You would say, "Well, do do you" and let's say they had a Samsung. Do you like your Samsung phone that you have? You know, I don't really like it. What don't you like about it? So, you plug that in or why don't you like or what do you like? You're just

going to plug in what they do like or don't like here. And then, is there anything else you like about it? If they say they loved it in the beginning or if they said they didn't like it, is there anything you you don't like? Is there anything else you don't like about it? Okay. Why do you like that? Why don't you like that? Like I said, once again, you're going to plug in what they like or don't like here. Now, also in problem awareness questions, remember, we have what's called a two truth question. Now, if you're confused on this, just go back to week four because we we did an hour and a half training on problem awareness questions. I'm just giving you a format here so you can have kind of a script right in front of you. So it sounds like, you know, so let's say they say, you know, things are going really good for me. You know, most sales people feel dejected because they're like, "Oh, well, they're not going to want to switch to my service that they already

like who they're using now." But I guarantee you most 99% of the world does not like everything they're doing. 100% I would say. So you would say, "Well, it sounds like things are going fairly well for you. Is there anything you would change about if you could?" And they be like, "Well, I would change this or I would change that." Well, why would you change that? or why is that important to you now though? Or has that had an impact on you? Oh, yeah, it has, Jeremy. Well, in what way? Well, how would you feel being able to do that? Or what stopped you from getting what you're looking for in the past? So, once again, you're not going to ask all seven of those questions, guys. It just depends on the answers they give back to you. Okay? Now, and I've got some other training also that helps you kind of really hone this process in that we're going to cover here in a in a minute at the end of this call. Now, let's go into solution questions. Okay,

remember we trained on solution questions in week five. So, if you're confused about solution questions, just go back to week five. They're all right there. We trained an hour and 40 minutes on solution questions, I think. So, what would they do to change if they could? It involves their ideas. Let's own their own problems emotion. Once again, solution questions. You're probably going to ask two to three of those. sometimes more, sometimes less, depending on the answers you're getting back from

your prospect. Such as, have you been out there looking for anything that would give you what you're wanting? Or have you been out there looking for that would you're just plugging in what you sell here? Okay. What have you done about changing this if anything, John? What have you done about changing this if anything? Let's say, you know, as we had the digital marketing service example, and let's say they're having problems with having a web presence online, and they their competitors are

are just killing them in sales because they have no presence online. Well, you can ask, well, what have you done about changing this, if anything, in the past? Or what's what's prevented you from finding a digital marketing company in the past? See how that works? You you get them to question like, gosh, man, I should have done this a long time ago. You get to question their beliefs on why they've allowed their situation to keep happening. Okay. Now, other solution questions. Well, how do you see your life being different than it is now? Or you solving this problem, how would it be different than it is now for you? This is a big one. You solving this problem, plug in the problem they said, how would it be different for you and your company than it is now? How would that make you feel? Or what have you done about this? If if anything, what would you do about it if you could, though? This is a powerful question. What would you do about it if you could, though? Okay, here's more solution

questions. Like I said, guys, you're maybe gonna ask two or three of those. You're not going to ask 12 of these. Okay, so Carrie, how do you see the benefits of you actually solving this problem? Or what's prevented you in the past from changing your situation? Okay, what did you find? How did that work for you if they've tried other things? What's prevented you from making a change in the past? Or what's preventing you from changing your situation? See how that works? Okay. Now, once again, if you're confused, go back to week five solution questions. Hour and a half training on solution questions. Now, consequence questions. You're going to ask one, maybe two of these. These are short, one or two. We trained on consequence questions in week six. Okay. What would they do if they don't change your situation? This is what you're looking for. So, what if you don't do anything about this problem and your situation gets even worse? Well, what if this product you're thinking of didn't

get you the results you thought it would? Have you considered the possible ramifications about not doing anything about your situation? That's a very powerful consequence question. Have you thought about what would happen if you don't do anything about this? Have you thought about what would happen, John, if you don't do anything about this? Or what if you just plug it in? What are you going to do if nothing changes? I mean, if you keep using the same product the next five or 10 years, or if you keep doing the same thing for the next five to 10 years. That's a very powerful consequence question. That's the one I used most of the time when I was selling. I'm used almost I use that nine out of 10 conversations. What are you going to do if nothing changes? If you keep doing the same thing for the next 5 to 10 years or what are you going to do if nothing changes? If you keep using the same service you're using now for the next 5 or 10 years. See how that works? Now qualifying questions. You're

going to use one, maybe two. Sometimes you don't even have to use a qualifying question if they've

already qualified themselves by the answers they've given you, just so you know. So these are how important is it for them to change your situation. We trained on these in week six. So go back to week six if you need help. Um Sally, how important is it for you to change your situation and start? Then you're going to plug in what they want. Why is that important to you now though? Or how would that make you feel to do that? Or this. How important is it for you to solve this problem? Or how do you see this being beneficial to you in your company? Or what are some ways this could help you? Or if you could, what would it do for you personally? See how that works. Like I said, go back to week six if you need more training on that. You should be going back to each of these trainings over and over again. I would go through these at least four to five times. Okay? And I realize that's a lot of work, but

if you want to get up to 250 grand a year in income, half a million a year in income in sales, over a million a year, you got to be willing to do what other salespeople are not willing to do. Right? Now, remember, then we talked about transition questions. These are transitioning you to basically bring up the advantages and benefits of your solution and how it's going to solve their problems that they told you from the other questions. Okay? Okay, it's a simple format. Based on what you've told me, what we are doing might actually work for you because you know how you said. Plug in their logical problem they told you. And because of that, it's making you feel. Plug in their feeling problems they told you about their emotional problems. This is what we do. Then you're going to briefly describe the benefits of how your solution can solve their problem. Then you're going to ask the qualifying question. Does that feel as though it might be what you're looking for? Yeah, I do. Well,

why do you feel like it is though? Okay, then here's some committing questions that we talked about today. Do you feel like this could be what you're looking for? Or do you feel like this could be the answer for you? Now, I didn't put that on here. For some magical reason, I spaced it. So, write this down. Do you feel like this could be the answer for you? That's a very powerful closing question. Huge question. Do you feel like this could be the answer for you? Uh, or why do you feel like it is? So, do you feel like this is something you can do, have that will get you where you're wanting to go or use? Why do you feel like it is though? Then this question, this is to wrap it up to the end to get them to purchase. You have to, you always say this, well, you know, I don't really have anything else to go over with you. It looks like we possibly covered what you're looking for. Really, the next step is we make some type of arrangement for your whatever you're

selling, your product or service. You can do wire or card. And at that point, we will tell them the next steps after they purchase. Then you're going to ask them, would that be appropriate or how would you like to proceed from here? It's important that you ask that question at the end if you want it to be powerful. Okay. Now, let's do this. Okay. So, we've completed the 8-week academy. So, here's what I want you to do from this point on. Okay, so five main actions for you going to the next level in your sales ability. Okay, number one, and I want you to write this down. I I didn't put this on slides. Number one, like I said, this is if you want to get up to that 250,000 a year range with whatever you sell, half a million a

year or over a million a year. And it's funny to me. I'll have sales people that'll come to me and they're like, "Well, gosh, you know, like the top salesperson in my office only makes 200,000 a year. There's no way I could ever make more

than that." Did you know in the industry that the industries that I came from, coaching industry, network marketing, uh selling marketing conferences, uh you know, my first industry was selling doortodoor as a as a door-to-door salesman selling alarm systems. Uh, in the last industry that I came from where I made over two and a half million a year in income, did you know the average salesperson in the coaching industry makes less than 40,000 a year? So, the average salesperson was making 40,000 a year selling coaching services. I was making 2.5 million a year selling the exact same coaching services that the average sales people were. So, I will tell you, it doesn't matter if your top salesperson or office only makes two or 30 hundred,000 a year. They don't know the new model of selling. More than likely, once you learn the new model of selling, you will make double, triple, quadruple selling the same thing you're selling. Uh same, you know, any industry, it doesn't matter what it is. So, first

thing you need to do is practice, practice, practice. Then when you get tired of practicing, practice more and practice more. And you got to practice with real people all the time. Practice one thing at a time in small steps. You know, when I first started learning the new model of selling, I would go in and, you know, I'd get my haircut and I'd practice on the hairdresser. I would say, uh, well, how long have you been a hairdresser? You know, what got you involved in this? Just background questions. And then I'd be like, crap, I don't know what to ask her next. I got to go look at my chart, right? So, but I got better and better over time. Number two, you write this down. Quantity of practice is more important than quality. Okay? So, this is not a numbers game of how many people you can go out into and talk every day, your prospects. Instead, this is a numbers game on how many quality problem-solving conversations you can have every day. So, don't go out for numbers. Oh man, if I can call a 100

leads today, that's not going to get you anywhere but flat broke and average. Okay? You want to focus on how many quality problem-solving conversations you have every day and how deep you're going into those conversations. And the only way you can get great at it is if you actually do it. Number three, I want you to keep your conversations, your sales conversations calm and relaxed, your tonality very pay very attention. I've had sales people I've trained and they're like, "Jeremy, you know, I've made a little bit more sales, but I'm not really getting up to the level I want." And then they would record themselves and I'd listen. And I was like, "Well, you're asking the right questions, but your tonality sounds like a used car salesman." So, if you're all excited and high-pitched voice asking the questions I'm teaching you, you still look like a used car stereotypical dreaded salesperson. That's why they're reacting you that way. So, slow your

voice down. Be calm, relaxed, and conversational. Okay? Do not let your enthusiasm overwhelm your prospects. come from a point of wanting to understand your potential customer and find out what their problems are, if any, what's causing those problems, how it's affecting them to see if you can help them.

Your prospects will feel this, and you will be shocked at how quickly they will open up to you. Okay. Number four, this is an important one. Let go of your attachment of making the sale. You have to let it go. Let go. This is hard sometimes for salespeople, okay? But you have to let go of the attachment of making the sale. Now, while you do have an agenda, I want you to regard it as a conditional agenda. In other words, your agenda only comes out when you know it's appropriate. Okay? So, when you know that your prospect is looking for that change from your questions, then you're bringing in your solution. And number five, this is really important too. Do not start selling as

soon as you see a glimpse of opportunity. This is one thing sales people really struggle in the beginning. Okay? The the prospect will bring up a problem and they're just, well, I've got the solution for you. They just hop in with their solution, right? Only be to be disillusioned with a negative response back. The, you know, the prospect's like, well, we don't like this company we're using. We don't like and and you plump in, yeah, well, we don't do it that way. we do it this way and this way and you start selling and then you're like why did they give me a negative response back? Why did they turn me down? Most of the time this is not the time to jump in. I will tell you presenting too early in your conversations is the number one reason why you get objections and rejection. So remember, you have to find out what's behind their problems. You have to go much deeper. Now let's do this. Before we conclude the training and open it up for questions,

uh let's go over a question that many of you have asked me. So many of you have emailed me. Uh we've got tons of people that have gone through the uh 8week academy now. Uh I get jeez text emails. I don't know how sometimes people get my cell phone number, but I think I've got it listed somewhere. But anyways, text, emails, and people ask me, "Okay, so Jeremy, now that I've gone through your 8-week academy, well, you know, what's next? How how do I still have access to you?" It's like, you know, once they don't have these weekly calls, they're like, "Oh my gosh, like I'm losing Jeremy. What am I going to do?" So, how do I have access to you every week now? So, sales people are always asking me, "How do I have access to you? What, you know, what's going on?" So, they're ask, you know, get Facebook messages and Twitter. Sometimes I I can't even keep up with my Twitter. And so people are always asking me uh and I I'm going to

do this. So people have been asking me for the last several months, can you please please please do a weekly sales training call every week? Okay. Uh so I can put together basically everything that you've trained me on during the 8week academy. So kind of glue it all together, right? Because it's new to some people. So how do I get my questions answered every week? You know, I'm in sales situations. sometimes I can't remember what you told me to do. I need access to you. How do I just have access to you, you know, without calling you every day? I mean, I I'd get too busy. So, because of that demand, uh we have decided here at 7figure Sales Training, uh to put together weekly sales training calls. Okay? Uh these calls are designed to get you up to that 150 grand a year income. uh if you're already there at 150 grand a year, which some of you already are, how to get you to 250 grand a year of income, how to get

you to 500,000 a year. Uh some of you have, you know, already getting up

to those levels, you know, that might have gone through the week academy several months ago. Uh so we help you get up to that million dollar a year income and selling. Uh which, you know, obviously you'd have have access to me to be able to get that. So here's here's what the weekly sevenfigure sales training calls will be like. If you want to write this down, you're welcome to. So, number one, you're going to get live weekly sales training calls that are between 60 and 90 minutes of training plus Q&A every single week. Okay? So, I'm going to train you on new material, going to train you sometimes on old material that you probably have not grasped, and I'm going to be able to answer any questions you have and help you with any sales situation that you're having issues with. For let me just throw out some examples. Let's say that you don't know how to deal with the specific objection and you're like, gosh, I can't I can't remember what

Jeremy told me to do. How I know he can do this. I'm sure he could just tell me how to do this. I just I don't have access to him. So, on these, you know, if you if you have a specific objection you're running into, you're going to be able to ask me on that week's training call and I will show you and answer that for you on that call so you're 100% prepared for the next time that same objection actually happens. Or let's say that you're going through the training material that you've purchased and something maybe it's just not clicking for you or or you're like gosh, you know, I asked a solution question, but I'm not getting the right answer. Am I asking it the wrong way? Or let's say you're confused on how to use it with the product or service you sell. So sometimes they'll be like, you know, I'm in this niche industry. I don't know how this question applies for me and I help you apply it for what you sell. So you'll be able to ask me those questions

and I'll actually show you how to do it right on that call. Or let's say if it's a big question like, you know what, let me come back to you next week with an answer to that and I'll help you at that point. Or let's say that you're having trouble closing sales and you feel like you need extra help in learning more how to do that. I'm going to be able to show you and help you more close more sales right on that training call every week. Now, second, each of the weekly sales training calls are live, but we also record them for you and archive them for you in our members area in case you actually miss that call. So, you'll be able to go over the recorded calls over and over again until you've mastered the new model of selling in the economy that we live in today. These are huge. When I first started learning the new model, my mentors gave me weekly sales training calls. they just took me to a completely new level because they brought all the material into where it made sense to me.

Three, uh I also decided to do this. Uh I've never had this done for me when I was learning the new model, but I like this, so I'm going to do it for you. Each of the sales training calls, we're going to actually transcribe those for you. So, you actually have the PDFs. So, you'll actually have the the notes and PDFs every single week to refer back to those calls. Now, those are kind of the features of what the calls will be. Here's more importantly what they will actually do for you by you going through them every single

week. So, the weekly sales training calls are going to actually help you master the same the sales training material that you've purchased from me five times faster. I will tell you, okay, because when I learned the new model of selling, I went through a similar program like you, it helped me. I started seeing better results. But before I started making like, you know, three, four, \$500,000 a year, a million dollars a year, I had to have weekly

calls with my mentors to really get to that level. Okay? So, it's going to help you learn five times faster than without you having those calls. So, it's going to accelerate your learning curve and you're going to start seeing a dramatic increase in sales immediately. You'll see a huge difference even after probably a few calls. Two, you're going to be probably this is the most important thing why people have asked me to do these. You're going to be completely supported by me every single week while you're learning how to break the old model of selling and learning how to sell in a new economy. This is going to help you get to the very top in your industry. So, I want you to think of these training calls as your weekly sales coaching. So, you're gonna have access to me every single week as long as you need me. And like I said, when I saw the most dramatic results in my sales ability, when I went to a completely new level is when I had access to my mentors every single week.

The same way that now you're going to have access to me if that's what you want. Uh and I would tell you realize it took me months uh to master these, you know, the material that I've taught you. Uh it's not going to happen in a few weeks. It took me even, you know, a few years to even get up to the seven figure level of constant weekly training calls. Okay? So, the course is going to require time for you actually to soak in and learn the material. So, here's how you can actually enroll in the weekly training calls if you feel like it's something you want to do to get you to that next level in your sales ability. I will tell you uh normally the weekly sales training calls uh we will be charging \$147 a month for those uh not to your group uh because you guys have already invested in the 8week academy but anybody who's not invested in the 8week academy that have purchased this course they will pay \$147 a month for those weekly sales training calls. Uh I'm going to give you inside access uh

to your group uh for a different rate. Uh so basically for you guys that have gone through the 8week academy whether you're listening to me live right now or you're listening to the recording you will be able to enroll in the weekly sales training calls and instead of paying the regular price of \$147 a month I am going to lower it down 75% for the people who have gone through the 8week academy because I appreciate your dedication. I'm going to lower it down to just \$47 a month. \$47 a month. That is it. Uh now, of course, you can cancel that at any time. You know, six months down the road, you're like, "Jeremy, I'm making 600 grand a year now. I don't feel like I need you. I don't need your coaching every week." By all means, you can cancel that anytime if you want. So, if you are looking to take your sales ability to a completely new level, I will tell you that most sales people have never dreamed about. Uh you'll go to this website if you want to write it

down. It's www.7figurecoach.com. So 7figure salescoach. Let me see if I

can type it in here. Um uh can I type anything here? So 7figure salescoach.com. 7figures salescoach.com. It'll show you enroll to pay the \$47. uh right after you pay, there'll be a couple videos there that will show you your next steps. I will tell you for the people who have been in the 8week academy, your first training call with me will be Monday, April 25th. You'll get all the directions, the conference call, dial in information, how to get on, what times. Uh like I said, typically we'll do those every Monday or Tuesday every week. Uh but if you miss the live version, we record and archive all of those for you. Okay, so let's go ahead and go through some questions. Uh, I've got a couple questions here. So, if you got a question about anything that we've gone over today or anything about the weekly sales training calls that we've just started implementing for

everybody that's gone through the products, just raise your hand real quick. I know most of you actually listen to the recordings of these. Probably, you know, five or 10% of you that have purchased Aweek Academy are actually on the live versions. Uh, you guys are probably going through the recordings during the day. So, real quick, I'm going to pull out a couple of you guys here. Uh, let's see. Well, you know, Steve never has a microphone here. Uh, Chris, any Chris, what did you get out of the training tonight? Chris, any what did you get out of? >> I thought it was great, man. I liked it. Uh, just the, uh, whole putting it putting everything together for us at the end like that. Just going through the whole thing like that at the end. I thought that was pretty awesome. So, >> um, but I do have two questions for you. >> Hey, can I can I make a suggestion before your question? So, with that dialogue framework, just print that off, Chris, and just you're going to write in

things that are specific to your industry. Okay. So, I think we pulled you out here a while ago. You're in network marketing, so you would write down network marketing that's specific to your industry, but I've gave you the chart for that. And if you ever get confused on any of those questions, uh, just go back to the week we trained on it and it will kind of clear it up a little bit more. Or like I said, if you're in the weekly sales training calls, you'll just ask me on those. >> Go ahead with your question. >> Okay. >> All right. I got two of them for you. So, uh, the first one is, um, what if what if like, uh, we're, you know, network marketing, um, we're supposed to peak the interest or just peak the interest and then pass off to our upline. So, what if we're we're not supposed to really be um they don't want us to talk much. They want us to get the uh prospect in front of the expert. What if you know what if that what if we're

supposed to do that? How >> is it good that we shorten the process of this uh new sales method? >> Can I suggest something to you, Chris? >> Yeah. >> Okay. These experts, do you think that they understand how to communicate in the new economy? >> No, I know they don't. >> Okay. Exactly. So, in your opinion, do you think that's going to help you make more sales by passing them off to someone who's going to be probably pushy and trying to close them? >> Um, no, I don't think it's going to help, but like with them, they say follow the system, and to them, system stands for save yourself time, energy, and money. So, I want to follow the system to get the results that they're getting. So, that's why I'm kind of in a bonded. >> Yeah. Yeah. And I will suggest you Chris. So network marketing is industry that I came

from. You might not be aware of this, but in 2014 I was ranked the number 43rd top distributor in the entire world for any network marketing company. >> So out of 108 108 million distributors or network marketing, I was ranked number 43rd in the entire world. So my company that I was with said the same thing. Follow the system. Hand them up to your upline. But I would never do that. There's no way in hell I would have ever been in the top 50 people and I'm in the network marketing hall of fame now for income just in nine years >> by me following their system. Following their system, I guarantee you will pretty much keep you average in network marketing >> because you've been probably following the system up until now, haven't you? >> Uh, yeah. And I mean, I still haven't got any results, but I've only been in for a little over a month. So, >> exactly. So, you've been following the system and what results has the system produced? >> Not much. >> Still nothing. >> Exactly. >> So, the system sounds good. It's like,

oh yeah, follow the system. Save your time, you know, save your time. But it also saves you from making any sales. Okay. >> Yeah. >> So, I would never, when I was in network marketing, I never passed them up to my upline because my upline did not know how to communicate like I did. >> So, why would I ever give them to somebody who did not know how to communicate? that would cost me the sale. Never. It never make any sense. So, I would suggest that you never do that, my friend. If you if you want to get in the top in network marketing, your industry, you're the communicator. You're learning how to communicate. Handle it yourself because I can pretty much guarantee your upline has probably no clue how to communicate in the in the economy that we live in today. >> I would just learn this and take it take control of it myself. >> What do you think? I mean, what do you think you should do? Yeah, I mean the the the new style of uh selling that the new method uh it's

that's it sounds logical that it makes sense that it works. I know it works. You I can tell it works. I I understand that it works. >> Yeah. >> So Chris, there's things I think I'm gonna go >> there's still things you can do to follow the system, right? I mean, like I there was little sales tools that I used to kind of follow the system, but I would never pass them off to somebody that didn't know how to communicate as well as I did. I just wouldn't because when you pass them off to the expert, in my mind, that's like the person that's the product pusher. He's the expert. He can talk all about it, right? But talking about all the great things about your business >> just makes you look like another what? another saleserson sales person trying to stuff your solution down their throat and how have people normally reacted to that >> not so well >> I want to think it over you know they've got objections right so see what I'm

saying >> just a suggestion there >> all right um my next question um the last one uh is it is it good to use this uh style of selling and like uh messages like Facebook messages or text messaging like if if we can't get on the phone with the guys uh as quick as possible or something like that. >> I would always suggest talking to them first. >> But if that's not possible, then I mean, let me ask you the question. In a text or a Facebook message or an email, >> do you think you should go back to being hypish and enthusiastic and salesy or do you think communicate more relaxed, more neutral and natural? >> Yeah,

that that way has been working. And so far, I've been getting good results with the text messages, uh, putting them in in the framework of the new style of selling. I've been getting great results like that, but, you know, it doesn't I can't go so long with it. You know, it's kind of like a like a sprint, you know.

>> Well, yeah, and that's where you really need to learn more. I mean, you're barely starting. You've gone through the eight weeks. You're going to need to keep going through the eight weeks. I will tell you the weekly calls will probably help your situation a lot because you're going to run in different situations like that. you're going to be like, "Hey, I sent him a text and I got this response. What do I text him back?" Now, you can go through the eight weeks and probably find that answer, but on the call and be like, "Well, you need to ask him this question and this is why he did this to you and this is what you need to say." That's why the weekly calls, that's why they're important, if that makes sense. >> Okay. >> Any other questions? Chris, you good? >> No, that's it. Thanks, man. >> All right, brother. Okay, we only got time for a couple more people. Um, let's see. I'm going to pull out uh

Cordell. Cordell, what' you uh what were your thoughts about the training night? What' you get out of it?

>> Uh same. Uh it was great. It's just I'm sitting here thinking putting it all together. I'm glad you made that document. And um >> yeah, I told >> So just print that off. Print that off. Uh take that with you at all times would be my suggestion. You're just going to write down, you're in uh digital marketing, your industry, so you're just going to write down um you know industry those questions. So I gave you the format, you're just kind of writing them in if that makes sense. >> Right. >> Right. So I just had one comment and one question. So my comments for the previous gentleman, I I started in network marketing as well. Technically, I'm still in it, but I haven't I decided to move into building my own business. Um, and my fiance focuses more on that. But I listen to the calls that she's on, I hear the three-way calls, and it's

just like after going through this training, I'm like, the way they sell is so old school. So, if you have this information, don't rely on them to to build your business. It's at the end of the day, it's your business. So, use make the best decision. >> Yeah. >> Based on what you know, >> be an average distributor that barely gets by. Definitely pass them up to your upline. But when I was in network marketing, because that's an industry that I obviously excelled at very well, um I would never I mean I would avoid I mean it'd be like the plague me giving them to my upline. I I would lose so many sales. There's no way I could ever have got to that level by passing them off to some old school hypeish guy that just told them all the things about the products and services. It just there's just no way. So that's a that's a good point bringing it up. Any other questions you have, Cordell? Um, what is your recommend recommendation for um, if I'm building a

a team of salesmen because I don't expect to be on the phone making sales, I'm trying to grow the business. So, I plan on hiring commission only salespeople and a lot of them that I interact with, they're come from the old school way of selling. So, how do they get access or do you guys have a program that you thought of? Uh yeah, you can, you know, great way a great place for them to go is, have you been on

the Cord? Have you been on our corporate, have you been on my corporate website? >> Uh the main one. Yeah. >> Yeah. So it's seven >> figures.com. 7figure salesraining. So it's the number seven. So 7figures salesraining.com. And just have your team click on 21day sales challenge. So you you have there's like a little part there. If you kind of scroll down to the middle, it say enroll for my 21day sales challenge and they'll actually get 21 days of uh free videos that kind of go through a, you know, some training. It's it's not as much as

we went through, but it'll be a really good introduction to the new model of selling. It'll give them some questions they can ask those type of things and they can also opt in. There's, you know, products they can purchase. I will tell you one thing that we are starting for everybody I didn't mention on this is we are starting an affiliate program that launches tomorrow. Uh we have found that about eight out of 10 people that go through the 21day sales challenge are sharing it with their friends or family or just sharing it with everybody that are also in sales. And a lot of those people are purchasing some of the products. So we wanted to put together an affiliate program where you guys would get paid for sharing the training as well. Okay. So, if you Cordell, have you been to the 21day sales challenge yet yourself? >> Yeah, I went through it. I'm glad you brought up that point because I've I've shared it as well. I I know a lot of people who would benefit from this

trend. >> Yeah. So, now we're going to pay you guys. So, every time they purchase any of our products, whether it's a \$7 product, we have a \$7 product, we have a \$37 product, we have a \$67, a 97, we have a \$497, a 9.97, we have a 297. There's other products that we're actually launching. The affiliate program launches tomorrow. So, what you'll have to do to get access to it, Cordell, if you go into the 21-day sales challenge by, let's just say, go to the website tomorrow afternoon and just click on the 21-day sales challenge and opt back into it with your name and email. Then you'll get like a whole thing that will explain the affiliate program. And we actually pay you, you know, if you share it on your Facebook post and you know, or you give it to your sales team and let's say you have five or six of them that purchase some products, whatever they purchase, we actually pay out 30% of that. So let's say they paid the, you know, \$9.97 course here, you would get 30% of that

for what, you know, whatever that is. If they pay for the \$97 product, you would get, you know, 30% of that. So it's good little supplemental income. Uh, we just wanted to reward people that were sharing it with their friends and family already that they're benefit. I'm like, gez, we need to throw in here something where they actually get paid to do this, too. So, that'll launch tomorrow. Uh, and glad you brought that up. I completely forgot about it. But, you just got to go to 7figures.com and actually uh click on the 21-day sales challenge and that will actually um show you the affiliate program. There's some other product services there. There also something there that talks about our weekly sales training calls as well that I just mentioned. So, you're welcome to get on those if if you feel like it's it can help you. Okay, Cordell. >> Awesome. Thank you. >> All right, stud. All right, guys. That concludes we're way over time now. So, that concludes the uh 8week uh academy

here. So, want to I'm grateful that you guys gave me the opportunity to give you this training. Like I said, go over the eight weeks over and over and over again. If you feel like you want additional training or you want access to to me every single week to, you know, be able to answer any of your questions, go through any sales situation that you're in while you're learning, you're welcome to enroll in the weekly training calls. Uh that's just [7figure salescoach.com](https://7figure.salescoach.com). [7figure salescoach.com](https://7figure.salescoach.com). If you want to join uh sevenfigure sales training as an affiliate and earn money by sharing you know some of the the training uh to people you know that you know are looking to take their sales ability to the next level. Just go to [7figure salesraining.com](https://7figure.salesraining.com) 7figuresraining.com click on the 21day sales challenge. Do that tomorrow. Affiliate program starts tomorrow and uh you're welcome to join as an affiliate and make a little extra income on the side. Okay guys, uh, everybody have a great evening,

afternoon, or morning, whatever country or time zone that you live in. Uh, week eight is a wrap. I'll see you guys on the other side. Thanks.