

All right, so let's go ahead and get started. Now, you know, I got to make fun of myself here. Somebody that put together this uh these slides put all these cheesy pictures of me in the background, so I do apologize [laughter] for that. So, we we've got, you know, we've got several people on here. And what I want each of you to do, so this is week one. This is really the psychology behind seven figure selling. So, the psychology behind what the new model of selling is, how we have the new model, all these different things. We're going to cover that today. So, first of all, let's go over a few things here on these slides. So, couple things that you're going to learn here. And if you've been on any of our training webinars, you've probably learned a little bit about this so far, but probably not into this type of detail. So, number one, you're going to learn how selling has dramatically shifted even in the last several years, and how that is actually affecting your sales,

your bottom line right now. You're going to discover how, why, and when that shift happened. Now, like I said, if you've been on any of our training webinars, we talk a little bit about that shift and why it happened. But we're going to get into far more greater detail on that today. You're also going to learn on this one the shocking difference between what we call the traditional selling techniques or the old model of selling versus 7 figure selling or the new model of selling in our time. Once again, if you've been on any of our training webinars, we mentioned this briefly, but we're going to go into far greater detail today. And you're also going to understand what this shift means to you. So, what does this actually mean to you? How is it affecting you? And how can you actually take advantage of that as a salesperson, a business owner, a consultant? Now, I want to make sure you guys understand a couple of things here. And I'm gonna change this for a second here real

quick. Hold on. It's a little bit easier for me to do this way. Okay. So, it's very important first and foremost because I sometimes I get people ask me like, "Hey, Jeremy, you know, because I got an email from one of our students today and she said, "Hey, in the first training, can we go over some very tactical, you know, questions that I can ask right now?" And I said, "Yes, we're going to get to that in a few weeks of the training." But if if we did not understand the psychology behind the new model of selling first before we go into the specific tactical questions that I'm going to teach you in your conversations if you didn't understand that you you wouldn't have the same results because it would be like me just giving you a bunch of random questions like a script which you would just read off and sound like a robot. it wouldn't sound authentic and you you would not understand why you're actually asking those questions and what to listen for

in their answers. And the main thing is why you have to go deeper into your conversation. So before we dive into the tactical part of the new model of selling, which we will in the next few trainings, we first have to fully understand the psychology behind the new model of selling or what that mindset actually looks like. So let's go ahead and jump in. We're going to talk about how selling has changed first. And once again, excuse the cheesy pictures here on these slides. So, we have to ask ourselves this question because this is very key as a communicator. Does the consumer of our time, so does a consumer of our

time, the year that we're in right now, do they buy the same way? Do they think the same way? Do they have the same buying behaviors as consumers did 10 years ago? Do they have the same buying behaviors that consumers did, you know, 20 years ago, back in maybe the 80s or even, well, 30 years ago in the 80s or even 20 years ago, you know, back in the '9s? Now, when I ask salespeople that

question, pretty much everybody says, "No, selling has changed. You know, consumers buy completely different than they did even 10 years ago, let alone 20 or 30 years ago." But we have to ask ourselves why. Why have they actually changed? What what caused that? And I will tell you, it's actually very simple. It's very logical to think about. 20 plus years ago, what was the bridge between the company and the consumer? What was the bridge? It was, of course, the salesperson, right? You see, the company would send out the salesperson to educate the public about their products and services. And this was really the main way the consumer learned about the company. You know, besides radio, you know, announcements or or TV ads, they learned it from the the salesman who was a representative of the company. But with the power of technology that we have today and really the ease of the internet, you know, social media, Facebook, we're in a completely different era. And you see

that we have to understand the consumer knows all about your company. They know all about your products. They know about your services. They know pretty much your pricing for the most part. They know who your competitors are, no matter what you sell. They know how long you've been in business. They know how long your competitors have been in business. They know everything about you by simply just doing a Google search on their computer or their phone. I mean, it's really that simple. So because they know they have so many choices, they no longer will be pressured by a salesperson because they know they have other choices to choose the exact product or service that you're actually selling right now. And let me give you an example of this. Let's say uh let's just talk about used cars here. So we got a Toyota uh dealership picture here. So in the United States today, a prospective customer of let's say a let's say you know like a Toyota or Toyota Camry can actually arm themselves

with all manner of information before they ever even get onto the car dealership, right? If you sell cars, you know this uh the consumer, she can go on the internet, she can find other dealerships who offer the same car within a certain area, you know, radius of her home. And that gives her a lot of other choices to choose from, right? So, she can also tap into her social media. She can visit websites to, you know, discover what each dealer's reputation is and whether other previous, you know, customers were satisfied. She can visit online forums to see what other owners of that car feel about the car they have. She can then go to Kelly Blue Book or let's say Autotrader to find out what the price of used Camry are actually selling for. And once she sees a car she likes, she can then take the, you know, the VIN number of that car and with a quick online search find out whether it's been in an accident or had any major repairs. So, for the most part, the consumer is protected from unethical

sellers, which is obviously important. But if she gets any, you know, crap from you or dirty dealing or she ends up upset with you, she can do a lot more than simply tell or gripe to her best friend. Well, she can

tell a few thousand of her Facebook friends. She can post it on Twitter to her followers. She can give it to the readers of her blog, some of whom will share their share their post with their social media friends, which completely undermines the seller's ability to sell. Now, I want you just to extend the realities of the market for used cars to what you sell and just about anything that's ever sold. Now, now I was reading, this is extremely important. This kind of woke me up here probably even about a year ago when I was reading this publication. This is a book called To Sell is to Human. It's by Daniel Pink, very good author. You should possibly read this sometime and it's about a study that was done on consumers a few years ago. Now, this test group was asked this question.

And when I ask you this question, I also want you to participate if if you're comfortable with that. So, when I ask you just kind of think about what I'm asking. So, the group was asked this question. When you think of sales or selling, what is the first word that pops in your mind? So ask yourself that. When you think of sales or selling, what is the first word that pops into your mind? Let me give you an idea of the first words that popped into these people's mind and it puts it up here. Pushy, yuck, uggh, dishonest, difficult, challenging, necessary, ick, hard, tough, sleazy. Now, this is a graphic representation, okay, of several adjectives and interjections that people offered most frequently when they were prompted to think of sales or selling with the size of each word showing how many people picked that word. So, the bigger the size of the word, the more people in the test group pick that word when they thought about sales or selling. Now, I actually just listed about half of them

so we we could cut on the time. So the bigger the font, like I said here, means more people push it. So for example, pushy right here in the middle, was the number one most mentioned word or adjective that respondents picked. And adjectives are really powerful because they reveal people's attitudes since they often contain a let's say an emotional component that nouns lack. And as you can see, the emotions from the word sales and selling, well, they carry an undeniable flavor. Okay, of the 25 most offered words, only five contain anything positive. And I listed a few of those on here. Necessary, fun, essential, important, challenging. The other 20 in the survey were completely negative. Okay, so a few reflect people's discomfort with selling, such as tough, hard, painful, and difficult, while most reflect their distaste for salespeople. Words like pushy, and yuck are the most often used along with others that also suggest deception, slimy, sleazy, dishonest, fake, and manipulative. So, as you can see,

selling makes many of us uncomfortable, and a bit disgusted. Why is that? Well, most of it has to do with the way we communicate or think we have to communicate. I would suggest to you traditional selling techniques taught by what I call the old sales gurus that consumers in our time for the most part run the other way when used on them. Now, the second question that was asked to the test group was this and I want you to think about this as well like you're participating. When you think of sales or selling, what's the first picture that comes to mind? So, when you think of sales or selling, what's the first picture that comes to your mind? I want you to take a look at the results for the most popular 25 answers. Let's take a look. Car salesman. Suit: Aggressive. Pushy, slick, used car salesman. Sleazy, man in a suit, talker,

money. The top five responses by a very wide margin were these again. Car salesman. Man in a suit, used car salesman. And the most troubling one, once again,

pushy. You see, the image it formed in the test group mind was university male. Actually, very few respondents used the neutral road salesperson and nobody answered saleswoman. The respondents also used, get this, the term shark. And many of the test group couldn't resist offering adjectives such as slick, annoying, aggressive, and sleazy. You see, these beliefs about you, the salesperson, are embedded in pretty much every prospect's mind that you talk to about what you're selling. And that is that sales is distasteful because it's deceitful. And this is what you're going up against every single day, every single week, every single sales call you make. So for better or for worse, we have to understand that most consumers now view salespeople much like the prototypical used car salesman. So whether we're talking about our products or our services or our company or anything, most consumers, you have to understand this, most consumers think you have an ulterior motive that you

have your own agenda of putting your own interest in front of theirs, that you're going to overpromise and underdel, and that you could even be cherry-picking stats to try and prove your point on why they should buy from you. So now the other question has to be does the salesperson in our time. So in our time right now imagine this. Does a salesperson sell the same way that sales people sold 10 years ago? Do they sell the same way that sales people sold 20 years ago in the '90s or 30 years ago in the 80s? Because if the consumer has completely changed their buying behaviors, has a salesperson caught up to that? Have they changed the way they communicate to the customer? Do they have they changed the way they sell? Now, I'm going to ask you these questions. Do you use these same sales techniques like the assumptive sale? Have you been taught that you need to assume the sale? Have you been taught that you need to use the I call well, they're called the ABCs of closing, always be closing. Have you been taught

that? Have you been taught when a customer has an objection to say, "I know how you feel. Others have felt the same way. This is what they found." Have you been taught to do a sales pitch or a long presentation about your features and benefits of what you sell? Have you also been taught how to ask questions that I call manipulative questions to get them to say yes a certain amount of time in your presentation? When you're closing, do you use the trial close or the option close or the puppy dog close or the demonstration close? I mean, there's like a thousand different closing techniques. Do all those sales techniques sound familiar to you? Most sales people I train say yes because why? You read about them all the time in different business magazines, traditional sales books. You see things like focus on closing the sale. Overcome their objections. Be relentless. Accept rejection is a normal part of selling. You got to chase the sale. You got to be excited about what you sell and your

solutions. You got to show them your excitement. And my favorite one, someone makes this one almost makes makes me laugh. It's a numbers game to get to as many nos as you can to get that yes. Now, I'm gonna give you an example real quick. Let me get a drink here. I'm going to give you an example of a

sales trainer who uses the old model of selling and I'm going to be very upfront with you. I have nothing personal against this person. I don't know him. I'm sure he's a very great guy. Uh, but when I see what he posts about his training on Facebook and everything, I know he uses the old model of selling. It's just very apparent by the way he communicates. This person calls himself the hardcore closer. Hardcore closer. I'm going to ask you, what would be your first thoughts in your mind if a salesperson trying to sell you something called themselves the hardcore closer? What would be the first thing you think about? Probably pushy, right? Exactly. a pushy salesman trying

to do what? Close you hardcore, right? He's a hardcore closer. So, he sells and this gentleman, as I looked at him, he sells different sales training programs, lead generation systems for mortgages, you know, realators, those type of things. Now, I'm going to quote something he says here. He says on his forum that basically if you if you're interested in his product, what he sells, if you put your name and information on his website, he says, quote, "All I ask is, you know, when I call you that you come ready to invest and not waste our time. We have a lot of people to help and we want to help those who are ready to buy first." So basically what he's saying is when he calls you, you better buy from him or really else, right? It's a typical posturing technique that was taught, I would tell you, back in the 1980s, even in the 1970s. It's called boiler room selling, like uh Wolf on Wall Street, if you've seen that show. The only issue is that might have worked

back in the 1980s. It actually did, but most people in our time, because they know they have so many choices now, would automatically be suspicious of a salesperson trying to posture with them. they would automatically look at this person as just another salesperson trying to stuff their solution down their throat. And then what happens? Well, they're probably going to throw out objections. They're going to get defensive and they're probably not going many of them are probably not going to buy. Now, this is kind of a crazy survey here that I've uh got from the author of a book called Natural Silence, Michael Oliver. And it and it in the in the book there's a survey there and it says and this is kind of crazy but did you know that according to a recent survey on sales people in North America and this is very similar throughout the world that 82% so 82% I thought this was crazy 82% of all sales people do not feel comfortable using traditional sales techniques and they don't feel

comfortable with them being used on that it's remarkable. So that means eight out of 10 of you on this webinar right now according to the survey possibly do not feel comfortable using the traditional sailing techniques that you might have been taught by the old gurus and you don't feel comfortable being having them used on you. And why is that? Well, I'm going to tell you it's because they go against everything we know about building successful relationships. Think about it. If you were wanting to date somebody and you came up to them in a restaurant and all you did was talk about yourself and everything you had to offer and you only focused on you and your own agenda of wanting them to go on a date with you, you didn't list them and you kept trying to get their number and close them. What do you think they would probably do? Well, they would probably turn you down. It's the same in selling.

Because I would suggest you that most of what we think we understand about selling is I mean it's a

constructed a top of I would say a foundation of assumptions that have completely crumbled in the last 7 to 8 years. So we have to ask ourselves this very important question. Why do salespeople still sell like salespeople did 10 years ago and 20 years ago and 30 and even 40 and 50 years ago even though the consumer is completely different than they were even 10 years ago and it's actually pretty easy to understand the reasons why. Let me give you probably the biggest reason I want you to ask yourself this question. What is the age of the average sales training guru that you buy your books and audio CDs from? I want you to think about it for a second. What's the age of the average sales training guru that you go into Barnes & Noble or order their books on Amazon? Now, I actually listed six of the top 10 sales books right now that are being bought by salespeople. Now, you can just look at these uh these men and they're all in well, they're all they're in their 60s, their 70s, 80s.

Some of them have already passed away. Now, I want to be very clear with you. I have nothing against these sales trainers. I've read all their information. I and I know that they are very good people. I'm just pointing out that they are still using the old model of selling to teach salespeople how to sell in our time. But we have to ask ourselves, what generation did these men learn how to sell? When did they learn how to sell? Well, they learned how to sell in the 1960s and they learned how to sell in the 1970s. A few in the 1980s, but the consumer was completely different then. Yet, they're still teaching you how to sell like it's 1965 or 1975 or 1985. Now, I'm going to give you an example of one of the old sales gurus, Joe Gerard. And this is his book, one of his books here, how to sell anything to anybody. And in the book, he quotes himself and says that he is the greatest salesperson in the history of the world. And his book has actually sold over two million copies worldwide, which is very

remarkable. Now, in the Guinness Book of World Records, just so you know, he does hold the record for the most cars sold in a year all the way back in 1963. So, let me give you an example of one of Gerard's sales techniques that he was using back in 1963. And this is straight from his book. You can read this. He says in his book, "If prospects mention that they've recently been on vacation somewhere, I'm going to say that I've been there, too. Because wherever that guy has been, I'm going to tell them I've been, even if I've never heard of the place he writes." You see, they think they know a lot about me because I know a lot about them. If they say they've been to Yellowstone National Park, then I'm going to say I've been to Yellowstone National Park. If they say they've fished for salmon near Traverse City, Michigan, then I'm going to tell them I've fished there, too. If they tell me they've got an ant near the local Air Force base, I'm going to tell

them I've got a relative near the Air Force base. So, basically, he's lying, right? And that's straight from his book. But the issue is he's still teaching techniques on how to sell like it's 1963. And [snorts] Gerard also describes in his in great length, I will tell you his favorite cold calling technique. And I'm going to just kind of quote this from his book. This is what he says when he cold calls. Many of you do cold call. I want you to imagine this working for you. He says he begins by choosing a random name in the phone

book and then he calls and a woman answers the phone and says, "Hello." Uh, and then this is Joe speaking right here. So, I'm going to talk like I'm Joe Gerard. He says, "Hello, Mrs. Kowski. This is Joe Gerard at Metropolis Chevrolet. I just wanted to let you know that your car you ordered is ready." That's what he tells her. Now, he's saying here, and I'm going to quote him. Now, remember this is a cold call and all I know for sure

from the phone book is the person's name, address, and phone number. Now, Miss Kowski doesn't know what I'm talking about cuz she never ordered a car, right? Then she says to Joe, "Well, I'm afraid you have the wrong number. We haven't ordered a new car." She tells Joe. Joe says, "Are you sure?" And she says, "Well, I'm pretty sure. My husband would have told me," she says. Joe says, "Well, just a minute." And I say, "Um, now is this the home of Clarence J. Kolowski?" And Miss Kowski says, "Well, no. My husband's name is Steven." And then Joe says, "Well, gee, Mrs. Kowski, I'm I'm very sorry to disturb you at this hour of the day. I'm I'm sure you must be very busy." But Gerard doesn't just hang up the phone at this point. He keeps talking to her so he can bait the hook. He then says, "Miss Kowski, you don't happen to be in the market for a new car, do you?" Now, if she knows they

are, she'll probably say yes, Joe says. But the typical answer in his book is this. Mrs. Klaus says, "Well, I don't think so, but you can ask my husband." And then Joe says, "There it is. This is what I'm looking for. She took the bait." And then he says to Mrs. Klaus, "Well, when can I reach your husband?" And she'll say, "Well, he's usually home by 6." Okay, I've got what I wanted. Well, fine, Mrs. Klaus. I'll call you back then if you're sure I won't be interrupting you during supper. And I wait for her to tell me that they don't eat them until about 6:30. And then I thank her. [snorts] Now, from this point, Gerard moves into what he does when he calls the husband, Mr. Kowski. Now, this is quite interesting. You can't make this stuff up. He says, "You know what I'm going to be doing at 6:00?" That's right. I'm calling the husband. So, Mr. Kowski, this is Joe Gerard at Metropolis Chevrolet. I spoke

to your wife this morning. She suggested I call you back at this time. Now, I was wondering if you're in the market for a new Chevrolet. Mr. Kowski says, "No, we're we're not right now." So, I ask, "Well, when do you think you might start looking at a new car?" And Joe says, "I asked that question straight out, and he's going to think about it and give me an answer. Maybe he only wants to get rid of me at this point. But for whatever the reason, what he says is probably going to be what he really means. It's easier than trying to dream up a lie," Joe Gerard says. Now, Mr. Kowski goes back and says, "Well, I guess I'll be needing one in about 6 months." And then I tell Mr. Klaus, "Well, fine, Mr. Klaus. I'll be getting in touch with you then." And, "Oh, by the way, what are you driving now?" He tells me, I thank him, and I hang up. Gerard then says in his book that he files his name along with a

reminder in his counter to call him back in six months and moves to the next name on his list. Now, I have to ask you this very serious and very important question. Do you think using these type of sales techniques have caused consumers not to trust salespeople and to look at salespeople in a negative way and throw out objections and try to get rid of you? And then how do you feel when that happens?

Well, lowered self-esteem, lack of confidence possibly, many different things. and that Joe Gerard found that many clueless people back in the 60s to become the world's greatest salesman. And that the fact that he remains out and about teaching salespeople these techniques right now, it might seem to validate that this type of selling actually works. But there's one thing that you should know about Joe Gerard, aka the world's greatest salesperson. He hasn't actually sold a car since 1977. 40 years ago. You see, he quit the business four decades ago to teach others how to sell. Now, Gerard's

selling techniques might have worked in the mid 1970s, but in our time, they've got the whiff of old boxes forgotten in the attic. Cuz I want you to think about it. In our day and time, Mrs. Kolowski, well, she's at work. She's not at home. Her household has caller ID to prevent salespeople to intrude on her family. And if a salesperson did get through the family's defenses, well, she's going to get rid of him very quickly, then maybe Google his name afterward and post to her Facebook friends and Twitter followers about the creepy call from the salesperson she got that night. You see, more broadly, Joe's techniques and these sales gurus from the 60s and 70s and 80s resemble one of those old movies in which a soldier stuck on a remote island continues fighting because he hasn't got the word that the war has actually ended. So, what are the results of all of this training? You know, there's a lot of training out there, uh, you know, a lot of sales books, you know, from these

sales trainers, these, I call them old gurus. What are the results it's actually getting salespeople? What are the results it's getting you by going through the material? Well, according to payscale.com, as of July 2015 or 2016, actually July 2015, the average salesperson in North America or well actually just America and Canada earns \$42,340.50. Actually, no, it's \$42,670 now. It just changed recently. So, let me ask you, did you get into sales so that you could only average \$42,000 a year? Did you know that you could actually live in Rhode Island and be on welfare and make more than the average salesperson does in America? It's it's astonishing. So, the question is, do these selling techniques that you've learned from the gurus actually work very effectively anymore in what many experts are calling the new economy or the new world of selling? Now, I'm going to take you back for a second here. I want you to go back to 2008. And I want you to think about where were you? You

know, what was going on in your mind? If you remember around this time, what was going on? Well, the economy was tanking. If you remember, right, the big banks were going under. The stock market was crashing. The housing bubble was bursting. I mean, if you remember, it seemed like the world was coming to an end. I want you to imagine for a moment uh a very contra and I put this slide up here. So imagine for a moment a controversial foreign war has been dragging on for 5 years. It's costing the American taxpayer billions and billions of dollars and worse thousands of lives are being lost from troops and civilians. I also want you to imagine an America where half the people completely do not trust and completely resent the current president at that time, President W. Bush. The other half completely do not trust and resent the senator from Illinois who's about to replace him, President Obama. I also want you to imagine America where corporate CEOs from major companies. If you



remember this, they were flying in

on their, you know, to Congress on their private jets, you know, like companies like Ford and Chevy, some of these companies trying to get tax bail out bailouts into the billions of dollars. They were completely detached from the American people. Crazy. Imagine the world's also the world's largest banks and investment firms. If you remember like Lehman Brothers and some of these banks that went under on Wall Street, they were just casually and without really any regard for any of us were just gambling away people's entire life savings just to get a bigger fat bonus at the end of the month. So, I'm going to welcome you to America in 2008, the year trust finally died. And there's a great study on trust uh in America and the world. It's actually I posted the book here. It's called The Language of Trust, Selling Ideas in a Skeptical World. It's by Michael uh Malanski here. It's a very good read. I would suggest it to you if it's something that you're interested in. Now,

what does this mean to you? And I do realize that this is a very bold statement, but I will tell you from the research that Michael did here, uh, Molasi, uh, based on, you know, public relation firms with leaders of financial firms, you know, different Fortune 500 companies, sales professionals, CEOs, crazy even politicians, even charities. 2008 was when the decades long erosion of trust snapped. mean it hit its breaking point and everything has now changed for you. Everything's changed for the salesperson and you communicator. So the question is what does this all mean to you now? What does this mean to you as a salesperson? And I'm going to tell you the consequences are very clear because whether you work for a pharmaceutical company or a beverage company. Let's say you sell software or you sell homes or you you're in network marketing or direct sales or you sell insurance or you sell financial services. Let's say you raise capital for your company or you're at recruiting

or you're selling cars or you're selling leads or advertising or even personal coaching. It doesn't matter what you sell. The bar for credible communication has completely been raised through the roof, guys. Hold on one second here. Had something pop up here. Uh, we're having some problems, technical problems here. Hold on. All right, let's get back in here. So, communication's been raised through the roof. So, gone are the days. And I'm going to suggest to you this with with all my heart. Gone are the days for salespeople where you can just pick up the phone and you could call a company and that company would just take your call and want to listen to what you're offering. Uh gone are the days when you can sell your benefits and your features and tell your story and talk bad about your competitors. Gone are the days that you could just sell anything. And I'm going to tell you, those were the days of boiler room communication, like you saw if you saw

Wolf on Wall Street, where you could just kind of push and be aggressive and manipulate people into buying something from you. Those days are gone. You see, decades ago, it wasn't unusual for TV ads to be a few minutes long, right? And insurance salespeople would visit us in person. But now, we can click on a banner ad in a few minutes, we can buy that same insurance online. [snorts] Because we have to understand that our prospects and really for that manner all of us, we all live now in a 24-hour, you

know, 7 day a week, 300 plus channel, always connected online world where countless company and salespeople are trying to sell us something all of the time and compete for our attention and our money. And because of this modern-day technology, these feats, modern-day salespeople not only have a higher burden of credibility to prove, but far less time to build it. So, when you stir all these things together with factors ranging from more information to complex products, you have the new

digitally fueled modern-day skeptic. You have America in the post trust era. Now, I want to ask you a couple other things here. Because consumers look at you very differently than they did in decades past. Let me ask you this. Have you noticed that your prospects challenge your credibility before they even really listen to what you have to say? Have you noticed that? Have you noticed that they look for contradictions instead of reasons to believe you? Have you noticed that? Have you noticed that they assume from the very beginning that they're just that you're out to get them? That you're out to manipulate them into doing something that they don't want to do. And as a result, the same old selling techniques that you've probably been taught and that you might be using, they're not getting your message across. And they're simply not as effective anymore in the era that we live in today. If you want to be considered in the top 1% of your sales profession, not even close. I'm going to

make a suggestion to you. [snorts] Have you considered that no matter what your industry is, no matter what products or services you sell, this shift in the level of trust should possibly reshape the way you have to think about selling and communicating with your potential customers at every level in your sales process. And I'm going to tell you, this is not going away. This is only getting worse. This is not a blimp on the screen. People are not going to start trusting you tomorrow. This is a transformation of trust. As the experts have said, we are now selling in what's called the postrust era. So whether you're selling an idea, you're selling a product or a service, let's say you're selling a candidate, a political candidate, or you're trying to sell yourself. Just trust me is not enough anymore. And I'm going to tell you, the more you try to convey to your potential customer that you're better and that you're safer and that you've got better

pricing and that you're smarter than your competition, the less likely they will trust you or believe in you. Now, why? It's pretty easy. Doesn't every salesperson say those exact same words? Everybody says that. So, could it be the reason why you might not be getting the results you're wanting in sales and you possibly might be banging your head against the wall is because you're simply your prospects simply don't trust you. Now, I'm going to ask you a few questions here and I want you to think about what I'm going to ask. The first one, and I just want you to be really real with yourself. So before we can move forward and really learn how we can change all of this that we've just talked about, how we can take advantage, we first have to understand really where we're at. So the first question I have is how effective are you at communicating? How effective are you? And do one of the following things ever happen to you? Number one, do you ever feel and just like I said, be real

with yourselves here. Do you ever feel the discomfort of rejection when people uh become defensive

toward you or act negatively to you when you bring up your solution? When you're trying to sell your product or service to them, do you ever feel that discomfort? I know most sales people do. Now also the second question in the process of talking with your prospects about your company or about what you sell do you sometimes let's say get frustrated because you you can't seem to get your point across right you can't prove it to them right and because you can't get your point across you really slow down calling your leads you really slow down trying to find new business you get discouraged and the next question I have for you is when you finally get somebody who's interested. You know, the old saying is every uh every blind well, what is it? Every every um every blind squirrel eventually finds a nut. Is that what it is? So, when you find finally find someone who's interested in your product

or service and you do make that sale, do you feel uncomfortable at receiving the money as a reward? Does that make you feel uncomfortable? Now I have to ask why is this? Uh I will tell you there's many different reasons but the biggest one is most of it has to do with the way that we communicate or really the way we think we have to communicate that's really taught by most companies and and what I call the old sales gurus on how to sell. Telling and persuading tend to be very self-focused and for most people it doesn't really connect with them. So they resist doing it and then what happens to their sales? They they go down, right? They get discouraged. You lose self-esteem and and many sales people end up quitting. That's why sales has a very high turnover rate. Now, how do we solve this? Behavioral scientists, I'm going to skip ahead here. Behavioral scientist, you know, I took behavioral science in college. I actually never finished college, but what I did study was many years of

behavioral science. I still study it today. And behavioral scientists have actually shown that in communicating with others that there are basically three main modes of communication. Let's talk about each of those modes real quickly. Number one, we are the least persuasive. So, we're the least persuasive when we tell people things or we attempt to dominate them like posture them. you know, when you're presenting, when you're telling your story, when you're giving a sales pitch, uh, that puts sales pressure on them and when you're assuming the sale, it's the least persuasive according to behavioral science. Number two, which I think is kind of interesting. Number two, you're more persuasive when you interact and discover from the other person, and that's more of like a discussion or a debate. But number three, you're actually the most persuasive when you allow others to persuade themselves. And that is called dialogue or actually Socratic dialogue. So the question is

which one or which way have you been taught to sell? Is it the first way presenting, telling your story, assuming the sale, uh posturing? Is it the second way, you know, discussion or debate? Or is it the third way, dialogue? Now, I'm going to tell you when I ask that question to sales people when I'm training them in events or or in any training program, 99.9% of sales people always say it's the first way. So, the sales training that you keep learning has been proved by behavioral science to be the least persuasive, which to me is crazy. That never made any sense to me at all. You see, traditional selling, telling your story, trying to have posture with your prospects, acting tough, trying to persuade through your

presentations, telling your prospect that they should do business with you because you're the best at this, you're the best at that, you know, blah blah blah, just like every salesperson says, is been proven the least persuasive way to sell.

So the traditional model of selling which pretty much is now called the old model of selling I will tell you it does contain certain elements of asking some questions but 99% of salespeople don't ask the right questions and at the right time in the conversation they just ask what I call surface questions which really only get the surface answers the logical answers from your prospects they don't go deep enough most sales people do not listen for the right things and are way too anxious about pitching their solution as quickly as they can. So, in other words, the focus is on your need to tell your solution before even finding out if your prospect even has a problem and what actually caused that problem and how it's actually affected them to see if they have any desire to even change that situation. Now, I'm going to tell you one of two things will almost always happen when you communicate this way. I want you to picture this in your mind. Number one, your prospect is either

going to withdraw from you, meaning they don't return your calls, they don't return your emails, they don't return your texts or any of your messages. They kind of go out in the twilight zone. You just never hear from them anymore. Now, ask yourself, does that ever happen to you? I'm going to tell you, everybody on here is probably going to nod their head. Yeah, that happens to me all the time. Or they're going to do this. They're going to get defensive, throw out objections, and try to get rid of you and reject you what you're offering. Now, has that ever happened to any of you on here? Pretty much everybody's going to raise your hand. Right now, let's dive into the first mode of communication. First, we're going to break down each of these. Let's talk about the first mode, which is basically, you know, telling your story or presenting, you know, presenting your features, your benefits, your solution before ever finding out if they even have a problem.

Let's talk about it. So, a presentation, what is it? It's a prepared talk, maybe a PowerPoint. It's usually where the salesperson uh attempts to maybe grab the prospect's attention, right? And and move them toward taking an action step, you know, trying to close them using uh like external, I would say like external motivating techniques, maybe fear of loss or greed or envy. There's many different fears there. But when we present or tell our prospects about our products or services in this format without first ever establishing what their problems are, if any, maybe they don't even have problems and what's caused those problems and how it's affected them, you will automatically trigger sales resistance from your prospects. They will start to feel tension and sales pressure and then what happens to most of your sales at that point? They start to break down. Have you ever noticed that? So, if your customer is feeling tension and pressure, do you really think they're

going to be open to what you're selling? Probably not. So, the question is, why do so many sales people feel the need to present or pitch to their products, you know, pitch to their prospects so early in their conversations? Why do sales people present if it's the lowest form of persuasion? Number one, most

sales people don't know it's the lowest form of persuasion. That's the first reason. But the main reason is presenting is really, I mean, if you think about it, it's kind of easy to do, right? Uh sales people like to present uh what they think are the advantages and benefits, the features of their products or services because they only have to learn it once and then they just kind of turn it out. And presenting is safe. In fact, it's kind of funny. It's so safe that it rarely works in the new world of selling. If you want to get up to that 250k a year income or if you want to make 500,000 a year in selling or if you want to be a seven figure income

earner selling what you're doing right now, it very rarely works to get you to those levels. I would say it hardly ever does. And presenting is very familiar territory, right? It makes sales people feel like they're in control. But I'm going to suggest you in all actuality, it makes you lose control. It makes you lose control of the sale because if you want to be in control, my suggestion to you would be let go of your agenda. Let go of your need of making the sale. So just let it go. Just step back, let it go, and instead focus on whether there's a sale to be made in the first place. So step back, let go of your agenda and focus on whether or not your solution can actually help this person. Now I will tell you it's a magic thing that happens because once you let go of your need, once you let go of your agenda, it allows you to be more open and creative with your prospects. You become more open to them. So in your prospect's mind, they start to view you differently

than any other salesperson. They looked at you, they start looking at you as an advisor, like a trusted authority, because they feel that you're authentic with them [snorts] instead of them viewing you like they do every other salesperson trying to sell them something as just a pushy salesperson. This is where the sale is now made in the new world of selling. It is at the trust level. Now, I want you to think about it for a moment. This is just very logical stuff. What does a presentation look like in your potential customer's mind? What does it look like? Let's talk about it. Your meeting begins with a presentation. It begins with you talking about who? Talking about you. And then you talk about what you think. your corporate office, your you're this, you're that, and it ends with you hoping that something in what you said will trigger off something that will get your prospects excited about what you sell, but you have no idea. You're just throwing it out there. But what's the

problem with this approach? Well, it's it's just you're guessing. You're just going through all the reasons why you're excited about what you have and what you're doing and why they should be excited about your product or service as well. I mean, it's let me give you an example. It's like taking a bucket of mud and throwing it up against the wall and hoping and praying some of it actually sticks. That's what traditional selling is like. You're just talking about your features and benefits, hoping some of it's going to resonate with them, but you have no idea. Think about what presenting is like from your prospect's point of view for a moment. Just think about it. How do you think your customers feel when you're presenting or pitching to them? How do you think they feel? What do you think they are doing most of your presentation? Well, they of course are doing what you do when a salesperson is presenting to you.

They're working out how to defend

and protect themselves from you making them do something they don't want to do. And while they are doing that, do you really think they're listening to you? Hardly likely. Right now, here are two things that your prospects fear the most when you present to them or you do your sales pitch. Just want to make sure you're very clear on this. Number one, they fear this. First, they're they fear that you're going to try to manipulate them or persuade them to buy something what you're selling that they may not want to buy. So, they're thinking about this the whole time. They're like, "What's this person selling? How much is it costing? how can I get rid of this person? Or number two, they're also thinking, how much of your time are they going to or how much of their time are you going to take? Right? Now, don't get me wrong, a good presentation is important, but it has to be done in the at the right time of the conversation. It has to be done at the right time. And

we're going to go over this actually in week six of the 8week Academy. We'll go into more detail, but your presentation, that's where we kind of go over presentation, but in the new model of selling, the presentation is really only about 10% of the sales process. And it's really towards the end, and it's based on really precisely knowing what your potential customer wants and why they want it and how it will make them feel because they tell you those things from the questions you're asking them, which I'm also going to teach you. Now, this will always be towards the end of the conversation before you ask what I call committing questions, aka closing questions that help them move forward with the sale. So, and this is I hate to ask you guys this, but if if traditional selling techniques of telling, doing a sales presentation or presenting so early in the conversation no longer are that effective in the era that we live in today, you might want to ask yourself

why you're actually still using them. Now, let's go over the second form of communication, and that is more persuasive when you attempt to interact or have a normal discussion or debate. And I'm actually going to I'm going to jump off here for a second. I'm going to pull up a video and I'm I'm going to share this with you real quick. Now, this is a video I'm going to show you is of two politicians, okay? If you're into politics, debating each other. Now, when you watch this video, it last about two minutes. I want you to see if either of them change their viewpoints to the others while they were debating. So, did any of them change their mind and say, "Oh, yeah, you're right. I'm so wrong." Now, this video that I'm going to show you, let me get on here real quick. Let me lower this down. Okay. Pull this up for you guys. Now, I'm going to put my speakers on here real quick. And let me rewind this for you guys so we get this to the right section here.

Now, let me give you the names of these two people. So, this is uh Senator Bernie Sanders. He's actually running for president now, which is, you know, good for him. And this is also, so he's more of a I'd say he's an independent, more of a Democratleaning politician. And there is this other representative named Michelle Bachman. I think this was about 2 or 3 years ago that I pulled this up from, but very interesting. Like I said, pay attention to the debate. Do any of these does so does Michelle Bachmann or

Bernie Sanders change their viewpoints to the others during the debate? I want you to watch this. This is going to last about 2 minutes. Here we go. >> That solving the very serious problem of the declining middle class and the growing gap between the wealthy and everybody else is to do what some of Miss Buckman's colleagues, perhaps yourself, you want to cut Social Security. You want to transform? >> Absolutely a lie. This is the only [laughter] brought it out all the time. Wait a

second. WAIT A SECOND. WELL, IT'S a lie. I mean, let's face it, Senator Sanders, you going to change CPI? >> You shouldn't be lying about what our position is. Ask me. Ask me. No, I'm not cutting social security. That is not what I'm doing. >> Do you support a chain CPI? >> Tell you, do you support a chain CPI? Do you support You're not answering the question. Do you support a chain CPI? It is a joke for the Democrat party to lie virtually. Calm down. I asked you a question. You didn't give me an answer. >> Well, calm down. >> Do you support a chain CPI? >> Calm down. The reality is we want Ann's life to be better because President Obama has created an economic war on women so that women are saying, "I I can't even buy propane to heat my house and now my health insurance premiums have quadrupled because of Obamacare." That's an economic war on women. We want to be better. >> But on the social security on the social

security issue, even the president of the United States has indicated, correct me if I'm wrong, he's willing to take a position. You strongly disagree. >> I sure do. And I believe that virtually every Republican in the United States Congress believes in cutting Social Security. I believe that they the Ryan budget the Ryan budget called for the transformation of Medicare into a voucher program, massive cuts in Medicaid, and many Republicans. Can I finish your point? Can I finish when you say something that isn't true? >> Can I finish your point, please? Do you believe in raising the minimum wage? >> What I'm saying is I believe in economic opportunity. Let me tell you what happened in Australia. The minimum wage. >> All right. Very interesting. Now, let me uh let me get out of this real quick and pull the webinar back up for you guys. Hold on one second. All right. Now, let me ask you a few questions. That was a very interesting debate, right? Almost like a yelling match. Now,

I'm an independent, so I'm just neutral on this. Okay. Let me ask you this. Do you feel after watching any of this, because I'm sure some of you are Republicans, some of you are Democrats, right? We we've got people of all religions, races, political beliefs, backgrounds, different religions. It it doesn't matter. But I want you to think about it in your mind for a second. Do you feel that either of these politicians persuaded each other to their way of thinking? Do you think they did? Probably not. Do you feel that any Republican who was watching this on TV a few years ago was persuaded to be a Democrat? Probably not. Do you feel any Democrat who watched this was persuaded to be a Republican? Probably not. Now, for all of you watching this right now, did any of you switch political parties after you heard this? Probably not, right? Because when you use this type of approach in your sales conversations where your objective is to win them over to your way of thinking, it does not explore or allow

you to give the same priority to their needs and feelings of what your prospect is going through and

what they're talking to you about. After all, I want you to just think about this clearly. How many debates and arguments did you win where the person you were arguing and debating with completely changed their way of thinking to your way of thinking? Probably very few if any. Right now, we have to remember, and this is one of my favorite quotes. This is by Dale Carnegie. A man convinced against his will is of the same opinion still. And that's so true, right? We the man convinces us of the same opinion still will always be the case. Now let's discuss the highest form of persuasion. Let's really dive into this dialogue. Now behavioral science that we've talked about has proved that we're actually the most persuasive when we when we allow others to persuade themselves and it's really called Socratic dialogue or dialogue for short. So the question is what is dialogue? I'm

going to give you the definition textbook definition. You can Google this. dialogue. It's an open form of communication and it allows you to get the answers that you're going to need about the person you're talking to, you know, your prospect. What are their problems? What's caused those problems? How's it affecting them? And whether or not you can actually help them. And when you have an open dialogue, you're going to get your prospects, compel them to actually listen to what you're selling. And isn't that the dream really of every single salesperson in the world? So the five principles, if you've gone through those so far, the five principles of the new model, seven figure selling, asking skilled questions, finding out their problems, listening for those answers, giving feedback, committing them, and eliminating the sales pressure. They are the foundation of Socratic dialogue. And this is what uh you know if you've ever read Tom Peters when he said my job is

not to sell products. My job is to what is to solve problems. But dialogue requires you to do something that 99% of sales people never do. And I want you to write this down. That is to detach yourself from the expectations of making the sale. So pull back your expectations of making the sale and instead focus on whether there's a sale to be made in the first place. Because when you detach yourself from your own agenda, when you when you take when you step back, you become more open to your prospect, you become more open to hearing them. You become more open to feeling and understanding where they're coming from, their point of view. And your customers, your potential customers, they'll start to pick up on that and they're going to start treating you differently because they look at you differently. They don't look at you as somebody trying to sell them something. They look at you as the authority. And your competitors that you have will never win the business. You will always win almost every single sale

that other salespeople are competing for because of the way your prospect views and looks you because the focus is off of you. It's on your prospect because you're focusing on their world and not your world. Both of you will feel the power behind that. Now remember, this is also key. You should probably write this down. When you focus on you and your own agenda of making the sale, I always tell this to sales people. When you focus on you and your agenda making that sale, you will always increase your anxiety and you're always going to increase your prospect's anxiety. But when you focus on their world,



their world, and what they're looking for, you have no anxiety, and you eliminate any anxiety from them, which is the most important part. This is the power behind the new model of selling. So, when you use dialogue in your sales process, you're going to be able to make suggestions to your prospects like this. Let's say they have some type of concern. So instead of

using, I know how you feel, others have felt the same way. This is what they found, traditional objection handling techniques that every prospect has probably heard, they'll allow you to ask some questions like this. Well, Sally, what if there was another way of looking at it? Another way that could maybe give you what you're looking for without any of the the pain that you told me you're now having with what's going on in your company now? Would would you be open to that? Now when you ask those type of questions like well yeah I'd be open to that. What what do you have? What is it? So they become open to you because you're open to them. And these type of suggestions during the dialogue because of the trust they have in you will cause most of your prospects to actually reflect on to really question their beliefs and start to shift their present way of thinking over to yours. Your prospects will always be open to you like I said if you are open to them. So, let's go through

where this comes from. So, where does the communication mode of the new model of selling come from? Get a drink here. And it's it's actually I will tell you it's been around for a few thousand years, but most sales people are not aware of it. Or if they are aware of it, let's say they've studied in college. They don't know how to use it in a structured sales process. They might know a few questions, but there's no structured sales process that teaches this. And so, let's talk about Socrates. If you guys remember Socrates, uh he lived from what was it 468 to 399 BC. He was a major philosopher in Greece at the time and he was credited for refining the form of communication we know now today as dialogue or what's been called Socratic dialogue. So if you went to, you know, if you were in college, if you had psychology classes, I had some of those as well. You would know that Socrates main mission or his purpose in life was to discover what he called universal truth, right? So he

felt that it was mission to, you know, test everything that people said or that they recommended or explain. He wanted to test everyone's beliefs on why they felt a certain way or thought a certain way. and and it's kind of interesting, but he he described himself and I remember reading this a long time ago as a midwife and he was bringing out men's thoughts to birth and stimulating them to think and question their own way of thinking not through instruction or telling them. That's the key. But by allowing them to listen to their own answers when he asked easy to answer questions and that made them question their way of thinking or their belief system. And the process that Socrates used was dialogue through conversation which I'm going to tell you was revolutionary in his time. I'm going to tell you something. Dialogue is so powerful once you master this because it enlightens the prospect that you're talking with to really own their problems, but actually want to take

action and change those problems and do that with you. And when you're using dialogue, you're you'll notice something and and you'll learn this as I as I train you that throughout these eight weeks that your

prospects will start to consciously and subconsciously agree with themselves that they have the ability to change to make changes and solve those problems that they're having. So instead of you trying to persuade them with, you know, traditional selling techniques and tell them why they should do it and try to close them and overcome their objections, once you learn these skilled questions, which I'm going to train you in the eight weeks, they will actually persuade themselves and they will actually start to close themselves, which is very interesting. But they might not know the answer. So remember, your prospects always have the answers to what they're looking for, right? They just might not know those answers until you ask them your skilled questions.

Okay? And they're coming from them, not you. And like I said, when you master this skill set, you will be open to looking they will be open to looking at your solution and actually owning it as proposed to you trying to persuade them to take on their solution. And I'm going to tell you, they will give you that credit for helping them find that. Now, funny thing, you know, I told a salesperson I was training the other day, I he said, you know, a lot of sales a lot of prospects, I don't make that much money. You know, I I only make 20,000 a year at my sales job. He told me and he said, "People, you know, prospects always tell me I'm such a great salesperson. They say, you know, I'm not going to give his name, but they say, I'll just say, John, John, you're you're a great salesperson." And I said, 'Wow, John, those four words should be words that you never want to hear as a salesperson. You should never, you should dread the words, you're a

great salesperson. Why? Because if they say that to you, they view you as just another salesperson trying to sell them something instead of viewing you as the trusted authority who's only focused on their world and what they're looking for. So, let's now that we've discovered how selling has changed. We've talked about that. We've discovered how we now live in what's called the post-rust era. Trust is has faded. And we've also discovered the three forms of communication and what the highest form of persuasion is. Now, let's go over the primary differences between the old model of selling taught by the old sales gurus and the new model of selling for the era that we live in today. Then we're going to wrap it up with Q&A today. So let's take a look at the old model of selling. Now there's different forms of this, but this is probably the most popular version. It's the Aayita model of selling attention, interest, desire, action. Many of you have probably been

taught this way. So the salesperson uh as you notice here at the top of the the triangle here, 10% of the sale was actually building trust. Only 10%, which is kind of crazy. So the salesperson would go into the prospect's office or their home or, you know, calling them on the phone. He would ask him questions, you know, just cheesy questions that had nothing to do with him being there, like the talk about the weather, talk about the basketball game the night before, the football game or let's say that the salesperson notices a picture of, you know, their daughter getting married and they start talking about their daughter got married. So just stuff that really doesn't have any any relevance to why you're there. So that would be very quick, you know, a few minutes. Then you would jump into what's, you know,

identify needs, which would be the next 10% of the old model. So you would ask maybe two or three very generic questions such as this one. I, you know, I took this off one of the gurus

websites the other day. Uh, Mr. Prospect, what are two or three problems that you're experiencing now in your company, and what are you looking to solve from those? And so it's a logical question. What are two or three problems and what are you wanting to solve from that? So, it's a logical question and the prospect is going to do what? They're going to give you a logical answer back. Well, our servers are this or we do this or we do that and we're wanting to change because of this. And that's really it. It's just a surface answer. You don't you're not diving deep enough into the sale. You're not asking them to elaborate and to go deeper into it. It's like peeling the layer off an onion. Okay? And we're going to get into that in a second. So, I'm going to save that actually. So, it doesn't go deep enough. It's very generic. It's a couple of questions. They give you a few logical answers. And I have to ask, do your buyers base decisions on buying

decisions on logic or emotion? Well, we all know from sales that they always base it on emotion and they justify with logic. So, if you're just asking logical questions and they're giving you logical answers, there are no emotion. There's no feelings that wrap into owning that problem. So, it's you trying to persuade them rather than them persuading themselves. We then get into the next part of the sale, which is your presentation, which is like half the sale. You present your features, your benefits. You tell them about here's a picture of our corporate headquarters. We've been in business this long. Here's the owners. We do this, we do that. Here's other people we've helped, you know, testimonials. Here's companies we work with. It's all you talking about who talking about you and what you like about your features and benefits. You're just guessing. You don't even know what they like. Then the last part of the sale is closing 30%. You start assuming the sale, you know,

such as, well, who do you want the the contract the name of to be on the contract? Or you start asking trial closes or option closes. They throw out an objection. You try to overcome that objection. Then you try to ask another closing question. Then they throw out another objection. Then you ask another closing question. It goes back and forth and back and forth. You see, 80% of the old model is basically focused on who? It's focused on you and your own agenda of you wanting to make the sale. So in the traditional sales model, it's all about getting the sale at the expense of the human relationship with your prospect. Right? It's, you know, I always thought it was crazy when I'd be in sales meetings, you know, when I first started in selling about 15 years ago, and it was like it was the salesperson against the customer mentality. Like, you know, you're going to war every day against your prospects trying to manipulate and win them over to making the sale. It just never made

it never resonated. So, I want to ask you for the customer, do you think this approach is transparent and used on them all the time by salespeople from all industries? You bet it is. Now, do you think they can feel that from you when you're making your sales pitch or your presentation and then what happens? They throw out sales resistance, right? They get defensive and throw out objections. Does that sound

familiar to anybody on here? Probably everybody's going to say yes. Now, wouldn't it be common sense that selling should be about creating new relationships with your potential customers? I'm not talking about taking them out to eat or golfing. Any salesperson can do that. That does not set you apart from anybody else. Think about it, and this is just very common sense. Do you like being pushed into buying something or talk with someone whose only agenda is to get what they want? Probably not. So, how do you feel when a salesperson uses closing techniques on you or tries to persuade

you to buy something from them by them talking about all their facts and benefits and features of what they're selling? Well, you do what? you automatically put up your defense of all. Right? This is pretty normal. So, I'm going to suggest you that if you're doing that to salespeople, have you ever considered that your potential clients are doing the same thing to you? And it's because the way you've been communicating. Now, let's take a look at the new model. This is where we start to solve that problem. And over the next seven weeks, we're really going to solve that problem for you. So, the salesperson who uses the new model, the seven-figure salesperson knows that the sale is not made at the end anymore. It's not made at the end with old closing techniques and traditional objection handling skills. It's made during what I call the engagement process. Now, the engagement process, as you can see here in the new model, is 85% of the sale. It's pretty

much the whole sale now. And who are we focusing on here? Well, this is where both you and your potential customer are discovering what they're looking for and why they're looking for it and how you might be able to help them. You see, it's just like in romance, the term engagement refers to a period of getting to know the other person before you marry them. So, notice here, the old model, 80% focused on who? Focused on you and your own agenda of making a sale. The new model, 85% focuses on your customer, their world, their problems, and what they're looking for and why you might be able to help them. So, this is a complete game changer. So, during the course of the 8-week training program, I'm just going to give you some kind of an overview. I am going to teach you very very specific skilled questions that will help you go very deep in your conversations that's going to allow your prospect to open up to you and to tell you what those problems are very emotionally to tell you how they got

those problems very emotionally and how it's actually affecting them. Those questions we'll actually start working on on week 3's training. But more importantly than telling you what their problems are, who are they actually telling? Who are they telling? Well, they're telling themselves. And what's more persuasive? You telling them what their problems are and why they should buy from you or them telling themselves what their problems are and why they should buy from you? Which is more persuasive? I think you know by now. So, in the engagement process, this is where your potential customer is persuading themselves from your skilled questions. So, they're telling you what their problems are, why they have those, and what they've done in the past to actually solve those, and what they're looking for now. Now, this is going to do a couple things for you. First, it's going to give you the correct benefits of your solution. So, there's no more guesswork. It's going to give you the

correct benefits to bring up to them when you're presenting your solution. Now, notice here in the new model, your presentation is only 10%. Only 10%. 10% is focused on you. That's it. So, you're just taking their answers they told you from your questions you asked and you're matching the correct features and benefits to them. Now, do you remember when I told you about the the throwing the mud on the on the wall analogy? So, the traditional selling model, it's like you're taking a bucket of mud, throwing it up against the wall, and hoping some of it sticks. You're just guessing. You're throwing out features and benefits that you think they might like. You don't have any idea because you're not really getting to the heart of it. You're not asking specific questions that help them go deeper to find that out. The new model of selling, you know exactly what mud will stick. So, you know exactly what mud to throw on the wall because they tell you what that mud

is from your questions that they have given you access to from your deep conversation. Now, notice 5% is closing. That's it. 5%. In the old model, it's 30%. The new model 5%. They're just asking a few very low-key closing questions. I call them committee questions. So, it just helps them take the logical next step and purchase. So, all of the stress, all of the anxiety, the frustration that you might be experiencing now is completely eliminated from the sales process. It's a very natural process because your prospects don't feel any sales pressure from you. It's got you've eliminated. And I'm going to tell you, it's going to completely change the way they view you. You're going to go from the, you know, like I put here, the dreaded salesperson, right, the car used car salesman stigma that that is on your back right now to them looking at you as the not just a, but the trusted authority in your entire market. It's going to attract people to you like a

magnet that you've never seen before. And I'm going to tell you, it's kind of interesting because it's really no different than having a normal conversation with like your best friend, except it's going to be a very very skilled conversation. Now, I'm going to go and give you a sneak peek of the power of dialogue framework before we jump into questions here. We're uh usually the trainings will usually go about 90 minutes for the most part. Some an hour, but most would be about 90 minutes. So, actually more than eight hours. I think it give you like 12 to 14 hours. Now, this is a complete breakdown of the new model of selling. And in the weeks that come, I'm going to be teaching the the exact questions to ask at the right time of the conversation. That's going to allow your potential customer to actually persuade themselves and it's going to set you apart from any other salesperson in your office because none of them are going to have this information. So, you have a complete

competitive advantage over anybody in your office, anybody in your industry, does not matter. And it's going to help you get into the top 1% of your industry, maybe even higher. Had salespeople that went from making five, six, seven grand a month who now make 60, 70, 80,000 a month selling the exact same thing they were before. So, let's go over the five stages of the new model framework. As you notice here, there are five stages in what I call the power of dialogue. Okay, the first one is the connecting stage. Now, I'm going to teach you in the weeks to come how to connect with your leads, if you call leads, how

to connect with people when you cold call them. I'm going to give you the questions for that. If you've gone through my 21day sales challenge, you've actually seen a little bit about that, probably about five or 10% of what I'm going to teach you. Uh that that will obviously come, a lot more than that. And I even if you don't call leads or cold call, I'm going to show you how

to ask uh three or four very powerful connecting questions that you'll ask people that you're meeting, if you're knocking on doors, anything. And it's going to put the focus on your prospect in their world, and it's going to take it off of you. So that eliminates any anxiety you have to try to prove your point because it's only going to focus on your prospect. That's the first stage of the new model. Now, the second stage is called what I call the engagement stage. This is where you're engaging them. And notice here, there's five types of questions you're going to ask in this stage. And these are very skilled questions. This stage right here, the engagement stage, is really, like I said, this is 85% of the sale. This is where these questions allow them to persuade themselves and pretty much close themselves. So, by the time you get down to the end to ask a few closing questions, they've already made up their mind that they're ready to do business

with you. Very simple at that point. So, the first round of questions are what I call background questions. And I mean, these are just where you're getting the basic facts about your prospect and really what their present situation is, which you have to have. If you don't know their present situation is, you're just throwing out stuff you don't even know if they're even looking for. So, I'm going to teach you three or four very specific background questions that will draw that out. We will then uh in another week hop into what's called problem awareness questions. Now, this will be a whole training we actually do on problem awareness questions, probably a full hour and a half. And these questions are probably one of the most powerful as far as getting them to persuade themselves because they open the emotional door to their problems to finding out what those are uh why they have those like what caused them and most importantly really how it's affecting them. So, problem

awareness questions are really this comes to light. This is probably one of the most important trainings we'll have on that. uh another week we will go through solution questions. These are also almost as equally as important as problem awareness questions and this involves your prospects and really what they've done in the past to try to change your situation or what ideas they have right now to really strengthen the benefits of them solving their problems. This is where these questions allow them to start owning their problems emotionally rather than you owning them. And I'm going to teach you what I mean by that. So, they're going to be very skilled uh solution questions. Probably about an extra four or five of those I'm going to teach you. And there's variations of these questions which I'm going to give you access to, but I'm going to show you in step by step. Now, on another week's training, we're going to go through consequence questions and

qualifying questions which are very important. Uh I will tell you consequence question. There's one consequence question that I will tell you of any question is probably the most powerful question in the

history of the new model. And I'm going to give you access to that in that week. And that helps your prospects really question their way of thinking and it explores like, hey, here's the con. They're going to tell themselves like the consequences if they don't change. If they don't solve their problem, they're basically going to tell themselves, well, this is going to happen. This is going to happen. I've got to do something. I've got to change. In that training, we're also going to go over qualifying questions. This is going to allow you to qualify your potential customer and really find out how important it is for them to actually take action. This is where they're going to basically tell you the truth so you stop chasing if it's not a fit into what they're looking

for. Now, another training we will go through the next stage which is called I call the transitional stage. You're going to ask questions that kind of help you transition into presenting. Remember in the new model presenting is just 10%. Now then we're going to move into your presentation which like we talked about is 10% of the new model. You're basically going to feedback uh and really you know because of how and I'm going to teach you how to take notes with people but it's going to basically demonstrate how your advantages and maybe your benefits of what you're selling can solve their problem. So, you're basically matching up your advantages, your benefits, your features to what they told you they want and how they want it solved. And you're going to present that to them, you know, almost word for word. And it really shows that you really care about them and you actually present listening to them, which is a big deal for your prospects, I will tell you. And then

finally, one of the last trainings we're going to learn in the committing stage, how to help people, two things. It's really how to help people overcome their own objections. So, instead of you trying to present facts and features and stats to try to prove your point, overcome their objections, I'm going to give you about five or six very easy to ask questions that will actually have your potential customer persuade themselves, get this, on how they can overcome their own objections. They'll actually tell you how they can overcome their own objections, which you'll find that that's very remarkable. And then I'm going to teach you how to close. I don't really like the word close because I feel like it's very demeaning to people. Like if you heard a salesperson, let's say you bought a car and the sales, you overheard a salesperson say, "I just closed that lady or I closed that guy." How would that really honestly make you feel? So I don't like

that demeaning word. You use the word committing over here in the new model. And this they're they're committing questions that really do one of two things. They help them take smaller action steps that move them forward to purchasing or if they're ready to purchase to take that step and purchase now instead of later. So, I'm going to teach you how to create that urgency but in a nonpushy way that's very attractive to your potential customer. Now, let's go over what we're going to go over next week. There'll be other things that we'll go through during this, but these are the two main objectives of next week. Now the first thing that we'll go through which will be about half of the training will be more details of the five principles of 7figure selling and how to actually apply them to the new model of selling having

the mindset of a seven figure salesperson. Okay. So some of you when you purchase a kit I think I we give you access to the five

principles. You probably saw about an hour and a half of those videos. We're going to dive into more detail on that. Uh because I'm I'm basically going to be on there and I'm going to explain to you why those are so important and how you can apply them to have the mindset. Because if you don't have the mindset of the new model and you're just out there asking the questions I'm going to teach you and give you access to, it will be more effective. You will actually probably even could even double your sales just by doing that. But it's going to be far more effective for you if you actually understand the mindset behind it. So you understand why you're asking those questions and what you're looking for from asking those questions and what you're listening for from their answers to be able to ask the next question. So we're going to teach that. We're also going to bust six of the top sales myths in selling today. These are the six biggest myths in selling today

and really why you should probably avoid them like the plague if you really want to get up to that 250,000 a year level or 500,000 a year level in selling or even over seven figures like many sales people have trained a million dollars a year level in sales. Now I'm going to tell you you'll get this email from go to webinar and we'll email it out to you. Next week training is going to be next Wednesday but we're going to do it in the afternoon. Uh I've got a kids activity uh that evening. So we're with my children. So we're going to do it next Wednesday afternoon at 200 p.m. Eastern. 2:00 p.m. Eastern. Now remember the training are all archived recorded. If you miss a live version, we always record those. So next Wednesday at 2:00 p.m. Eastern, that's 1 central, 12 Mountain, and 1 Pacific Standard Time. If you're overseas, let's say you're in England, I think you're you have to look up your local time zones. I know we got Australians that are on here and several

people in Europe as well, even people in Asia now. So, let's go ahead and open up the lines for questions. Let me go ahead and jump out of here and let's go ahead and open up the lines for some questions here, guys. Hold on one second. Let me get on here with you. Okay, so let's see who we've got here. We got tons of people on here. Let's actually uh find out what everybody's questions are here. Okay, so if you got All right, let me pull this up here. Let's see. Actually, hold on. I'm going to shorten that down for you. Hold on. [snorts] Let's see. Turn my screen off for a second. Hold on. I am not the most uh talented when it comes to technology. You will find that out when I train you here. Hold on. So, you can still make seven figures a year and not know anything about technology. Okay, let's go through some questions here. Uh let's see. Okay, so question from Frank Orlando. Uh he he asked, "Is this session being recorded and will it be available on the

site?" Yes, this session is being recorded. We record everything. It will be posted in your individual membership site that you probably already have access to. It probably be posted in there tomorrow. So, yes, you'll go in there, you'll access that tomorrow. Uh you'll be able to have the transcripts. Basically, we are I I basically record and archive all of your training. So, you'll have this 6 months from now, a year



from now, two years from now. Like I said, I offer everyone a one-year guarantee. If you've not tripled your sales within one year from now, I actually will refund your funds, just so you know. So, I dang sure make sure you have access to the training so you actually get to those level. Now, Greg uh asked me a good question here. How do we go about selling now without knowing a proper script? Well, Greg, that's what I'm going to train you in the weeks ahead. Okay? So, if you were on the the very first part of this, it's going to be much more than bullet points. It's

going to be specific questions from each stage that I'm going to give you access to. The first training and the second training are really the psychology and mindset behind the new model of selling. Because if you don't understand that first and foremost, you're not going to understand the specific questions I have you ask and why you're asking them and what you're looking for from their answers. You just wouldn't understand it. You'd you'd basically sound like a robot reading off a script. So to answer your question, yes, these questions are all scripted out and starting in week three, four, five, 6, 7, 8, you will actually have those scripts. Hopefully that answers your question. All right. Uh, let's see. I've got another question here from Brian. What actions can we take right now? Okay, this question everybody always asks me. [laughter] This always happens. What actions can we take right now with our sales to get some practice? A lot of times people ask

me, "Well, crap, I don't want to use those traditional selling techniques anymore. What do I do now for the next, you know, three or four weeks while I'm learning the new model?" Well, unfortunately, until you really learn the new model, you're kind of stuck in that traditional sales model mode. But Brian, some things that you can really start practicing is really having the mindset right now. So until we get to week two, which will be next week, week three will be the week after, week four when we get into the very specific questions. Start having the mindset of a problem solver. Okay? So start looking your at your job as a salesperson as two things. You're a problem finder. So you're out there trying to find out if your potential customers have problems, right? As not everybody does. Okay? We have to understand that not everybody is going to is a shoe box going to fit into your sit in your solution. and then becoming a problem fi uh problem solver. So Brian, some things you can do become

start thinking that you're a problem finder and you're a problem solver. And also I want you to step back and focus on whether or not you can help the person rather than just trying to sell the person. Do you see the difference in that? Brian, does that does that answer your question on that? I want to make sure that you've that you've got your questions answered. Okay. Uh, what are some other questions that you guys have here? Uh, Brian says, "See, Senior." Okay, good. Good for you. Okay. Okay. Uh, let's see. Scott Smith says, "I've gone through almost all the training videos." Uh, let's see. D. I don't see your question, Scott. I just see. I've gone through almost all your training videos. Okay. So, Scott, you probably just gone through the the five principles of Scott says, "Sorry, I'm just really excited." Okay, good. If you're excited about today's training just by learning how selling has changed and the old model

versus the new model, that is nothing because you haven't learned any specifics yet. Once you learn the

specific questions I'm going to teach you, I would suggest you that you're going to be extremely excited because once you start using those, your income is going to I mean, every salesperson that's gone through this course doubled, tripled, quadrupled, even I've had sales people that more than 10 times their income. Like I said, I've had sales people that went from five grand, eight grand a month to 60, 70, 80,000 a month in a month, not in a year. So Scott, thanks for your excitement. Uh, but Scott, it looks like you probably went through the five u principles of sevenfigure selling which everybody gets access to when you purchase 8week course. So like I said, just hang tight. Uh, your training will come through the 8week academy where I learn where I teach you the very specific examples. Like I said, the principles of sevenfigure selling and what we went over

today is really more the mindset and psychology. Okay. Uh, okay. Brian's Brian uh got a Brian here that's got a question. Brian Ceino, hopefully I'm pronouncing your name right. I I'm bad with names. He says, "If I sell multiple products and services, are we going to have to go through all of the All I see is all of the Can you Can you tell me a little bit more about that, Brian? Uh, all I see here, Brian, from you is if I sell multiple products and services, are we going to have to go through all of the dot dot dot? That's all I see from you, Brian. So, ask the rest of your question if you don't mind. Brian, I'm going to wait on you to ask the rest of that question because I don't I don't see exactly what you're saying there. So Brian, if you're on, you're saying, "If I sell multiple Okay, so if I sell multiple products and services, are we going to have to go through all of the exercise and memorize multiple scripts or will the psychology be easy to carry

over?" Okay, so Brian, I want to make sure you understand there's not multiple scripts. Okay. Okay. Uh Todd says, "No questions for me this week." No worries, Todd. So Brian, there's not multiple scripts. I want to make sure you understand that at the end of the 8week program, there will just be one script, but it will be in stages. So you'll know, okay, background questions. I'm going to ask a few of those. Here are the two background questions I'm going to ask. After they tell me those answers, I'm then going to ask two problem awareness questions. Here are those questions. After I ask those and they answer, I'm going to ask them a solution question. And so there's just going to be one script, Brian, at the end of the eight weeks, but it will be in different stages because like I said, the salespeople that have already gone through the 8week course, you've probably seen some of their testimonials online or maybe on my Facebook page or

you've seen videos out there or whatever. This is how I've broken it down for them to learn the quickest and easiest is stage by stage. Okay, so Brian, hopefully that answers your question. Uh, but you will learn those questions stage by stage and at the end it'll all be in one tidy nice looking script. Okay. Uh, Lemule said, "Thanks for sharing. This is awesome. I look forward to next week. I've got to get out of here." Okay. No worries. Todd says, "No questions for me this week." Awesome. Thanks. All right, guys. What other questions do we have? I've got a few more minutes here for questions. So, I want to make sure that I honor your time here and and if you have any more questions, make sure you fire away real

quick. All right. Who else has some questions? Okay, so let's see. Actually, Brian, you've got more questions. Fire away real quick. Okay, Brian, so you asked here, once you learn these stages and integrate it into your way of life, you

can have influence. Actually, no, Drew Drew Inis is asking me this question. So, once you learn these stages and integrate it into your way of life, you can have influence. What else are you saying, Drew? I don't see what you're asking here. So, once you learn these stages and integrate it into your way of life, you can have influence. Oh, it's a statement. Okay. So, Drew is making a statement. Okay. So, you're probably getting that from the five principles of seven figure selling. Yeah. So, sales people always tell me that once they learn these principles, and we're not even talking about specific questions that you're going to learn in the coming weeks, that they actually use them in everything. They don't just use them in selling. They use them when they communicate with their family or their spouse, their husband, their wife. They use them when they're talking with their children. They're using them for anything. When they're trying to influence, persuade, or move others. I

always say that we're in the business of moving others. They're always using those principles. So, well, well, uh, good point, Drew. That is 100% for sure. It will completely change your life. Not just your sales life, not just your, you know, tripling your sales or more and increasing your income, but it actually changes your personal life as well. It's quite fascinating once you learn the material. Like I said, we have barely started this very first week. All right. Uh Brian says you have a few more questions. So, Brian, ask away. We've got we got several minutes here. Okay. So, oh, this is a good question. I'm glad you asked this. He said, "Is there a psychological reason you say, 'I a boring guy a lot in your presentations?'" Well, actually there is. And here's the reason why. And you'll actually learn some of this. So, and actually, I think we'll actually start I actually start teaching you this next week actually. So, and you don't have to

say you're boring, but I'm just giving you an example. So, when you downplay yourself, so I just want to ask you for a question. What do most sales people do when they're talking about their products? Do they say, "Oh, you might get bored." Or do they say, "You're going to get really excited about what I'm about to show you?" Well, they always say, "You're going to get really excited." Right? So, your prospects are used to you being excited outwardly or externally, right? So, they're used to your excitement. What does it do when a salesperson approaches you that's really excited? Like, how do you react to an excited, enthusiastic salesperson who's trying to sell you something? What would you typically act like, Brian? I'm going let you think about that for a second. So, if somebody's really excited, they're trying to sell you something, how would you act? Now, if somebody, let's say you had a friend and your friend said, "Gosh, you know, I

hope I hope you don't get bored by being on the phone today." What would you typically say? Oh, you're not boring. I'm sure it's not going to be boring, right? Or let's say your friend says, "Oh gosh, you know, I'm so overweight. I just keep eating all this food. I'm just overweight." What would you typically say? Oh, yeah. You're overweight. Or you would say, "Oh, no, no, no. you're not overweight. You're you're

look really look really great. Why is it? Because it's our human psychology to rescue people to help others. If they downplay themselves, we try to build them up. So, there is a psychological reason why you might say, let's say if a prospect says, "Well, why should I go with you?" And I'm going to and I actually teach you guys this uh this objection here in one of the last weeks, but let's say they say, "Why should I go with you?" What do most sales people say? Well, because you

should go with me because of this, because of that, and they list all the features and benefits and try to prove it. Whereas the new model, I'm going to teach you how to ask this. Well, you know, John, I'm not quite convinced that you should yet. And it actually might be appropriate if if we asked each other a few questions so I could find out a little bit, you know, more about you and and what you're looking for to see if we can help you. And I don't want to bore you to death, but for example, uh, you know, what do you use for software? Now, let's say if you sell software or whatever. That's an example. So, you downplay yourself. You know, you'll notice sometimes I'll say, "Well, I'm not the sharpest tool in the shed." I'm not going to say, "Yeah, I'm the brightest, most awesome person in the world." Because people don't like that, right? It's a very um it's a it's a word that's not very attractive to most

people. But when you downplay yourself, just so you know, Brian, people will always come to your defense. They'll always look like, "Oh, you're not boring." See how that works? And I'm going to teach in a lot more details than what I just said there. Um, okay. So, Greg says, "I've been trying to implement what you're saying, but I'm getting people." Um, okay. So, Greg, I'm not seeing all your questions here. I'm trying to implement what you're saying, but I'm still getting people and then it cuts off. So, Greg, like I said, you've only learned the mindset so far, and you're going to learn more about the mindset next week. after that the last 6 weeks of the training or where you going to learn the specific questions to ask. So yeah, you're still going to get people that react to you a certain way right now because you don't have the questions to ask. You haven't got to that point and like I said, those are hours of

training. We don't have time to train for six hours your first training, but that will come. So hopefully that answers your question. Um, also Greg says, "Also, I'll be getting training from a sales coach tomorrow, but am quite fond of hanging up." So, I'm not sure what your question is on that. Uh, Brian, haha, I knew that was something genius behind that. Well, I'm not sure if it's that genius, but thanks for the compliment. But yeah, I am going to teach you little phrases like that that will attract people, your prospects to you really like a magnet and really start to trust you. That was a good question, Brian. Okay. Uh guys, we got time for a couple more questions. Ask away if you've got a couple more questions. Let's let's get those out in the open, guys. Like I said, you're going to have a lot more questions uh over the next seven weeks than what you have from today. So, like I said, today is really just the psychology of the new model of selling. So, you're not going

to have a lot of questions from that. Uh you are going to have a lot more questions in the next weeks because it's going to start getting very specific. Now, uh let's see. Another person asked me, "Are there any psychology or human nature books you recommend us reading?" Yeah, there's some great books

out there. You know, a couple books that I listed there today which really talk more in detail about consumer buying habits and how selling has changed is a book by Daniel Pink called to sell is to human. It's called to sell is to human. It's by Daniel Pink. And then there's one called um what is that selling uh it's it was on the presentation the slide uh it's called selling um you know what I actually got it right here. Hold on one second. It's called the language of trust. It's called the language of trust. Selling ideas in a world of skeptics. So it's called the language of trust selling ideas in a world of skeptics. It's by Michael Muslanski.

He owns a very uh uh large public relations firm. Very good material. Those are two very good books that I would recommend that you read. And I would obviously recommend once you go through the eight weeks to keep going over the material. Like I said, everybody, for me to get up to over \$2.5 million a year when I had my sales job just as a salesperson, so not a business owner, but just as a salesperson working for a company, it took me a while to master those skills. It's not like I went from making, you know, five grand a month to 2.4 million in 30 days, right? It takes time. You're learning as you go. That's why everything we do here is recorded and archived for you. And you get uh updates through training through the private m uh private Facebook mastermind community and many other options that you'll start getting emails on as well because it's going to take you a while to get up to that, you know, seven figure level. It's really my goal and mission to get all of you in the top 1%.

So to get you, you know, if if you're below 250 grand a year now in sales income, my goal first is to get you to that level to 250 grand a year. My second goal is once you get to the 250 range is to get you to 500,000 per year selling what you do now. And then my biggest goal after you get to 500,000 is then to teach you how to go from 500,000 to over seven figures a year, which many sales people have that have gone through this course you're about to go through, just so you know. Okay, guys, we got time for one more question. Okay, another person asked, "What do you recommend for cold calling businesses that we that we know do not have?" I don't see the rest of your question. Now, I will tell you, uh, let's see, Brian, you asked me that question. We're actually going to have on week three is where we go through cold calling. So, if you if you enrolled in my 21day sales challenge on the website 7figure salesaletraining.com, you know, click on the 21 sales

challenge, opt into that, you're going to get several emails. I think week uh the fifth email gives you a little introduction of cold calling. You know, it's probably 5% of what I teach you on week three. Uh but you can start going through that. Hopefully, that answers your question. But I will tell you week three we will go through calling leads and cold calling because that'll be part of the connecting stage questions. All right, let's do one more question. I'm in the mood for more questions. One more question. Who's going to end us off? Who's got the last question? Who has got the last question on here? Going once. Going twice. No more questions. Okay, so we're going to end the webinar now. Like I said, uh make sure you guys are available. You will get an email with the time of the training next week. It will be next Wednesday at 2:00 p.m. Eastern Standard Time, 11 or that would be 11:00 a.m. Pacific Standard Time. If

for some reason you cannot make it to that, which

I would highly suggest you are there, but if you can, it will be archived and recorded and available in your private membership area usually within 24 hours. Sometimes a little bit longer, but usually within 24 hours. Okay guys, I want everybody have a great night. This call is a wrap and I will talk to you soon. Now, it depends on where you're at. Could be in the evening where you're at, the daytime you're at, in the morning you're at. We've got salespeople from all countries on here. So, wherever you're at, morning, evening, afternoon, I want you to have an amazing day. And this is the very beginning of your process to get to that 7 figure level in sales. Thanks everybody. This training is a wrap. Thank you.