

Okay, welcome to week four of 7 figureure sales training. If I can get these technical glitches out of the way, we'll get started. Uh, just real quick, how's uh how's my sound quality? Just raise your hand if you can hear me properly on here. If you can hear me properly, just raise your hand. Looks like everybody's raising their hand. Hold on. Definitely get this fixed here. Hold on. All right. All right, guys. Uh, guys and gals, welcome to week four. I'm assuming that most of you that are on here have already gone through week one, week two, and week three. You've either been on a live version of week one, two, and three, or you've gone through the recorded version. So, if you have not gone through if you've not been on the live version of week 1, two, or three or a recorded version of one, two, and three, uh you are welcome to stay on week four, but you will need to go back through one, two, and three as well after this training sometime in the next week because it's not going to stick

with you as much until you've gone through the first three weeks. So, let's go over a couple of quick things that we're going to cover here today. We're really going to dive into the heart of the new model of selling. We went over some of this last week in week three. Uh we started to go through the connecting stage of the new model. We learned several connecting questions and we also started to dive into what's called the engagement stage. If you remember the new model of selling triangle, you go back to step one to reference that. And that's where we really learned uh how to ask three or four background questions. So now we're moving on to the next set of questions in that stage and these are called problem awareness questions. So these really kind of give you the power behind your skilled questions. We're going to learn what's called the under the surface questions. We're going to learn probing questions and we're also going to learn what's called uh

clarifying questions. So, real quick before we do that, I'm going to kind of go over a few things that we covered a few weeks ago just to kind of get this back in your mind. So, if you remember from last week's training and I believe in week two, we talked about the new model here, engagement and building trust process. Okay, this is 85% of the new model silence. So if you remember in romance the term engagement refers to a period of actually getting to know one another before you get married right so when I when I proposed to my wife uh we were engaged we got to know each other it's the same in in communication sales it's very similar has a very similar meaning and that is trust revolves around relationships so in the era that we live in today in the post trust era I will tell you this is a very dominating factor if you want to be an extremely successful salesperson. Okay, so more than ever before sales people have to engage their prospects as people, okay, as humans before we can move forward with our

actual solution. So this is true in our sales conversations with our potential customers and now equally as true at the macro level even if we're advertising and we're marketing. So the engagement stage is really the core of the power of dialogue. And this is by far where the sale is made in the process. So you're going to notice that your customers will buy you first based on your skills of listening is very key. Listening, being understanding and asking the right questions at the right time in the conversation to

help them help them, not you find out what their problems are, if any. What caused those problems? more importantly, how it's affecting them. So, you're going to know that you're connecting with them and having an effective conversation. The way you know that is how much of your prospect's past or their some people call it their history, they actually open up to you and tell you from your skilled questions. You'll actually know how deep you're going. So,

because of your listening and highly skilled questions that you'll ask your prospect, you'll start to see and because they're going to tell you things that they really don't tell any other salespeople. Okay? So, facts and feelings about their solution. Uh well, I'm going to phrase it like this. So, you're going to get really the facts, but more importantly, you're going to get the feelings about their present situation, okay? about their problems that they're having and what's that's actually doing them. So using dialogue here, I'm going to change this slide. It's a little bit slow today. So using dialogue and letting go of you know really the need or the attachment as I call it of making that sale and instead focusing what whether or not you can actually help them will actually allow you and your potential customer to travel through this stage, the engagement stage. Now, you're going to get to one of three destination points

with your prospect every time. Number one, you're going to understand by your questions. Sometimes they might not have a need. We have to understand as problem finders and problem solvers that some of our prospects, now not many, not many, but some of them really do not have a need for what we're offering. And it's okay. We can let those people go. We don't have to chase them. They just don't have a need. what we are doing, what you are selling does not fit into what they're looking for. And that's okay to detach yourself from that. Number two, sometimes you're going to find that they do have a need. So, they have problems, but they don't really have a desire to actually change those problems. They don't have a desire to change your situation. And number three, uh, and this really depends on your skilled questions, which I'm teaching you, you're going to find out they have a need and they also have a real desire to solve those problems to actually

change. So getting to one of these points will be given to you by the answers that you receive from your questions that you're asking your prospect. Okay? Now remember, your answers you receive from your customers, we talked about this last week, are like signs on the signpost. My mentor always taught me that signs on the signpost because it's really easy. You just follow the signs that they're giving you, right? The answers that they give you and you ask more clarifying and what I call under the surface questions. We're going to learn those today relating to what they've already told you. Now, when you build a complete understanding of your potential customer in this stage, that alone will help you make more appointments, make more commitments, and make more sales for you faster and far easier than anything else you've ever done. Whether it's on if you call people on the phone or if it's in person, business to business, door to door, it doesn't matter. So, the

engagement stage is where you're going to get to these points. Number one, you're going to start

building trust, which will strengthen your relationship. And I'm not talking about talking about the weather or the football game last night. I'm talking about real inner trust. Number two, you're going to know exactly what your customer is looking for. Number three, you're going to help your potential customer think through their problems. Think through their problems and what they want to help them persuade themselves that they want to solve those problems to make a change. That means purchase what you're actually offering. Now, let's discuss just real quickly here why we even need to ask guild questions in the first place before we bring up our solutions. And I want to clarify something because I've taken every sales training course probably known to man. So, when I say skilled questions, I just want to make sure you understand this. I am not referring to what I call manipulative

questions. Okay? There's a difference. those questions. A lot of sales trainers will teach you those and they're basically designed to get the answer that you want from your prospect. I'm going to suggest to you those will do you not they just won't do you much good in the economy that we live in today because asking those questions will make you look like you're just another salesperson trying to stuff your solution down their throat in your prospect's mind. So, they're going to treat you like that. So, the questions I'm referring to are actually designed for you to find out what their problems are. Okay, that's why they're called problem awareness questions. So, we're going to find out what their problems are, why they have those problems. Now, that means what caused the problems? What caused them? Write down that. Write what caused them. We're also going to find out how it's affecting them emotionally. Emotionally. Okay? And these questions

are designed to bring out your prospect's feeling side, their emotionally emotional side, and actually connect with you. They bond with you. And you're going to you're going to see that that that is one big differentiator in your success. So, at this point, when you get to this point in the conversation, they will start to look at you completely different than they've really looked at any salesperson that they ever talked to, right? And we we talked about this in week two. This is where you become a trusted authority. So you become a trusted authority and advisor in their mind and in their eyes. So they treat you different. So let's take a look at um what seven figure questions the new model will actually do for you. Now I will tell you we went over some of this in week two, but I'm going to just do a just about a three to five minute recap of these just to make sure these are kind of drilled in your head. Then we're going to dive into problem awareness questions. So if you

remember questions, they do this. They gather, analyze, and diagnose. So they help you, the salesperson, uncover what their problems are. Remember, in the economy that we live in today, the era that we live in today, we have to be the best at what? Problem finding. We can't solve problems if we can't first find out what their problems are. Because most prospects don't even know what their problems are 75 80% of the time. Now, they also help you analyze and diagnose the problem. Meaning, like we talked about a minute ago, what caused those? How it's affecting them before you present your solution. Now, questions also involve very importantly your prospect. Okay? So, it makes them feel like

they're part of the process with you. Okay? So when they answer you and you listen, when you're present in the conversation and you respond to their answers by asking additional questions to take them deeper in the conversation, you gain far more understanding of who they are and what

their situation is and they will feel that their ideas that they have, their comments that they make to you and even their concerns are respected by you and I would say validated. Okay, so this is very important. Now questions also uh very importantly as well internally persuade your potential customer. So when you answer well let's let's put it this way. When they answer your skilled questions it's an eternal uh what I'm going to say internal motivator for your prospect. Why? Because it will make them automatically feel like taking action now. So there's it creates far more urgency in their mind. Instead of doing it someday, they want to do it now with you. And also you don't have to try and persuade them yourselves. And I always I always tell train you know I train a lot of sales people one-on-one and I always tell them one of the biggest things I tell them is within the new model of selling your skilled questions that I'm teaching you in each of these weeks, uh

all you have to do is really ask and listen. And I always tell salespeople, you can literally ask and listen your prospects into buying from you. It really is that simple. Now, questions also put you in complete control of the conversation. And I don't mean I don't mean for, you know, manipulation purposes or try to control them or or have power over them, but it keeps you in control because it keeps the sales conversation on the right path. you don't get off the path and start waffling about just dumb stuff that that doesn't have any relevance in why you're there. And we're going to really go over that today. Now, questions also persuade your prospect. Okay, this is really important here. So, when you ask easy to answer your answer questions, your prospect not only tells you what their problems are, but more importantly, who are they actually telling? I want you to think about that for a second. Who are they actually telling when they are telling you their problems?

Most importantly, they're telling themselves, right? And we talked about this in week two. So, their answers can give them a completely different perspective on why they keep allowing their problem to happen and internally motivate them to actually want to do something about that problem instead of just waiting around doing nothing. So your questions empower your prospects to get in touch with their emotional side, okay, or their feelings about their present situation and actually like we said, want to do something. So they will want to change and they'll want to make that change with you. And if you really if you really think about it real quick, a good I would say like a good doctor or a chiropractor does really the same thing. If you ever go in the doctor or chiropractor this next week, I want you to pay attention to that process, okay? Because what do they do? Does your doctor ever come into the wait, you know, the the room where you're waiting with the nurse and just walk in,

look at you for 5 seconds, and hand you a prescription? Do they ever do that? No. What do they first do? They ask you questions about your problem and what caused your problem and how it's doing what? how it's affecting you, right? It's it's really this simple. It's not rocket science. Now, why is this? Because

if the doctor just came in and said, you know, here's your problem. I've got a solution for you and I gave you the answers. What would that do to you? How would that make you feel? You would probably be a little bit upset, right? Because they would they were not involving you in that process. So the patient when you're answering the doctor's questions, you know the circumstances and you discuss them with your physician, right? Because uh they know uh the you know the the prospect or the person in the doctor's office knows what their pain is. Now the patient knows what their symptoms are, but they might not know the solution to their problem. But who

does? The doctor, right? You see the patient feels part of that process and because of that will be more likely to accept the prescription. This is really not rocket science that the doctor actually gives in. So the prospects will discuss their situation with you because they look at you as an authority figure. And one thing that you'll actually notice will happen is they'll actually work with you even to overcome any concerns that they possibly have. They actually want to work with you to overcome that because they want to do business with you because they trust you. So, they get to see problems they never thought they had from answering your questions. And it makes them want to move forward with you. And at the end, they're more likely to look at and accept what you're offering or basically that means purchase what you're selling. Now, questions also, let's move forward here. They also open up consequences. Okay, this is really key here. So your questions get your prospects to really

think about the consequences of not doing anything. Okay? So they're going to start to question themselves like why why don't let's say if you sell financial services why don't I you know u go with this other company I can get a higher rate of return possibly or let's say if you sell uh you know coaching you know maybe you know why maybe I should open up to this guy who can help me be better in my business or let's say that you sell advertising or leads you know why do I keep uh struggling with advertising when I can hire this company that will do my leads for me just things like that they'll start to question themselves about not doing anything. Now, your questions will also create value in what you sell. Okay? So, when you ask the right questions at the right time, you automatically create value in who you are and what you represent. And your prospects will buy into you first. You have to realize that your prospects will buy into you first. Write that down. Then the strength of how much you

understand them from doing what? From listening to their answers. Now, questions also get them to become open to your ideas. This is really good here. So, you can make suggestions like this, and I wrote this down here. Let's say that they have a concern. Because they trust you, because of your questioning skill set, you can make suggestions like this, and they'll become open. You can say, "Well, Mr. Mr. Jones, what if it wasn't what you thought it was? Would you be open to looking at it from another perspective? And they're not going to say, "No, I wouldn't be open to it." They're going to be like, "Yeah, sure. What What were you thinking?" So, they help you help themsel overcome their concerns. Now, also, okay, so let's jump into this. I'm going to I skipped a few slides here because I want to jump into this. So the question sometimes is asked is why do we have problem awareness questions like what are they used

for? Okay. And let's let's talk about that kind of

in a lot of detail here. So problem awareness questions they come from the answers you obtained from your background questions yesterday. And so you remember last week if you listened to week 3's recording or if you were on a live version of week three, if you remember when we spoke about background questions, what are the answers? So you're going to get answers to those background questions and the question is where do you go with those answers? And that's what problem questions are. So immediately after you're asking your two or three background questions, they give you the answers. Then you're going to go into problem awareness questions. That simple. So, these questions help your uh prospect think about what their problems are and think through the need. Write that down. They're going to think through the need. Okay? So, your prospect will sort out many of the facts and will fill out the entire picture for you. So, your questions that I'm going to teach you today will encourage a flow

of detail from them that will eventually help you match their needs or their problems to your solution to what you're selling, your product or service. Now, this process goes way beyond just getting the facts, okay? You're going to go beyond. You're going to go into their world, what their feelings and emotions are, right? because their emotional side is where the connection takes place, not the logical side. We know that. So, your awareness of your prospect's problems is key to respect from your potential customer. In the seven figure salesperson, there's a difference here because they will pick up a completely different level of information of the prospect's feelings about their problems and what they need. Remember your prospect deciding to make a change is motivated from what? It's motivated from their feelings, their emotional side. Do people base their buying decisions on logic or emotion? We all know it's emotion and they justify with logic or the facts. So problem awareness

questions you ask let you know and most importantly understand what their situation actually is. Now, this is very important. Don't let your own reality, your background, your beliefs reinterpret what they're saying to you. Okay? Let them tell you what's going on for them. Let me let them tell you what their pain is. Even if you know their pain, don't jump in and say their pain. You let them experience and relive it by telling you from your questions you ask. It has far more emotional power for them. Because pain is part of whose picture? It's a part of your prospect's picture and it's attached to their need. Okay? So, you want to concentrate on their feelings in that story. So, you want them to uh basically take you back in time. That's what you're doing. But more importantly, take you back into time in the moment of their hurt or their pain if if that makes sense. So, you're you're going to help them draw out what their story is and to have them

tell you the pain of those details. So, it's very, very key that you don't cut them off and tell them. Let them tell you from your questions, okay? Cuz they're going to relive it in their mind. And you're going to ask them to clarify and expand on what they're saying. And most importantly, what are you going to do? Well, if you remember in week two, you're going to what? You're going to listen. Okay? Not not rocket

science. Now, before we go into these specific uh problem awareness questions to ask, I want to go over something real quick with you. This is really key. This is what I call your customer's two truths. We have to understand that every customer you talk to will always have two truths. And when you understand this principle, this is extremely important for you. Extremely important if you want to get into the very top 1% of sales people in your industry. Extremely important. Go. Now, like I said, later on the training, I'm going to give you

specific examples of when to use these in the sales process, but I want to talk to you about it just real quick. So, the average salesperson, like I wrote here, completely does what? So, they feel dejected. It's a different word there. They feel dejected if the prospect they're talking to tells them they love the company they're already using. Right? So, let's say you have a solution and whatever that solution is, whatever your product or service is, let's say that they're already using one of your competitors. So, when we talk about our solution and they tell us they're already using something in our space, we get what we get upset. We're like, oh gosh, you know, they've already got that product. It's going to be so hard to overcome their concerns. But I'm going to tell you, everyone has two truths. Okay? So, the average salesperson hopes that their potential client will be upset with their existing provider, right? So, they can win the account. It's a lot easier

if they're already upset, right? But I'm here to tell you that it does not matter. It does not matter whether they say they love their existing product or service that they're already using or the company they're using. The reason why I can tell you that is, like I said, everyone has true truths. Very, very few people love or hate 100% of what they do or who they use as a provider. Period. There's always something they don't like or something they would like to prove. Think about yourself and all the products and services you've ever bought. There's always something you wanted to change or you didn't like, right? You were never 100% satisfied forever, right? Think about it. How often do you hear people express their undivided attachment and love for a company that they're using like a provider or a product or service and later completely be negative towards that same company or product? Has that ever happened? You I mean you've probably done it yourself. So if your

potential customer says that they like their current provider, this is really simple. The way for you to diffuse that is to ask this. And let's say in this example, and I'm going to give examples here because I train salespeople in pretty much in 5,000 different industries. It doesn't really matter, but let's say that you're selling financial services, for example. Okay. You would just say something like this. Uh, okay. Yeah, Mr. Jones, I mean, it sounds like things are going fairly well for you. I mean, is there anything you would change about your portfolio if you could? Let me repeat that. Uh, yeah, Mary, it sounds like things are going fairly well for you from what you've told me. Is there anything you would change about your portfolio if you could? Now, that's if you sold financial services. Now, the exact question can be asked with anything you sell. And I'm going to give you this formula on this training. Let's say that you're a recruiter. Let's say maybe you work for

a staffing agency. So, you're what's called a head hunter. This is really simple. So, you're out recruiting people from other careers to join another company, right? As an employee or something. So, you're a head hunter. You could say something like this. Let's say they love their job. They're telling you everything they love about it. You could say this, "Well, Mary, it sounds like things are going fairly well for you. Is there anything you would change about your job if you could?" So, it sounds like things are going fairly well for you. Is there anything you would change about your job if you could? So, here's the formula. Let's go through this. Try to write this down. Now, this will be fully transcribed, okay? So, necessarily you don't have to write it down because we're going to have the transcripts available to you tomorrow. But let's say they say something. So they tell you, you know, we like what we have, we like what we do, and here's the

question. Here's the formula. So, Mr. Jones, it sounds like things are going fairly well for you. So, start off with, it sounds like things are going fairly well for you. Just agree. That's it's no problem, guys, to to say that things are going well for them. Who cares? It doesn't matter, right? Be be honest. So, it sounds like things are going fairly well for you. Tell me, is there anything you would change about if you could? Do you see how that works? So, all you're plugging in is what they have now, their present situation. If you sold insurance, plug in, you know, is there anything you would change about your existing policy if you could? You see how that works? If you sell cars, is there anything you would change about the car you have now if you could? You see how that works? It's really easy. Is there anything you would change about your home if you could? If you sell real estate, it's not hard. You're just plugging in what they're currently using

at that point to try to solve their problem. Does that make sense? So, I will tell you in probably 99% of most cases, if you ask this question at the right time, which I'm going to show you when to ask it, they will completely say something completely different than what they told you they liked. Okay? Now, the seven figure salesperson knows that usually that first answer will reflect what's called their protected history. People try to protect themselves from sales people, especially in the beginning if you're not building trust. Okay? I'm going to show you how to get around that so they they they feel like you're there to keep them safe. The second answer that you'll get from asking more probing and clarifying questions I'm going to show you today is going to be more of their real answer and what they would actually want to happen. Okay. Now, I want to bring out, you know, I'm going to I'm going to be sneaky here. I'm going to bring out somebody to role play here real quick.

Hold on one second. Alrighty. Let's see. Ah, I love role playing. Okay, I'm gonna have Well, if I can open this up here with my mouse. Hold on, guys. I apologize. I'm on my Apple today. So, I'm going to have uh let's see. I'm going to have uh who do I want to pick here? Dog gone it. Um so many people to pick from. Let's say uh hold on. Okay. Do I have uh Frank Orlando? Are you on? Frank, Frank Orlando, are you on? Frank Orlando, I'm going to have you come out and role play real quick. Frank, are you on? Well, where the heck is Frank, guys? Hold on one second. Let's grab somebody else. Always want to role play here.

All right. Stephen K, are you on? Stephen K. Stephen K, are you on? Okay, for some reason I am not hearing anybody. If you guys can hear me, raise your hand, please. Raise your hand, guys. Raise your hand here if you can hear me. Okay, everybody can hear me. For some reason, I can't hear you. Uh, let's see. All right, let me try to fix this audio.

I do want to do some role playing with you guys. So, I want to make sure this is actually working here. Uh, let's see. Frank, are you on? Frank Orlando, are you on here? Okay, for some reason I'm not here. Let's see. All right, Stephen K, are you on? Stephen K, are you on? All right, guys. I'm having some technical difficulties. I can't hear you if you're trying to get out. Uh, let's see. Shane Shane Manor, are you on? Shane Manor. Ah, Shane Manor, are you on? Do I have Shane Manor, are you on? Okay, I'm looking for Shane Manor. I'm trying to pull out some people. Shane, are you on? >> Uh, yes, sir. >> All right, Shane. All right. Thanks. Somebody actually heard me. Hallelujah. It's working. Okay. So, Shane, do you mind role playing with me for a second? >> No, not at all. >> All right, cool. I'm going to ask you some easy to answer questions. Uh, first of all, where where do you live, Shane? >> I live in Wilmington, Ohio.

>> Wilmington, Ohio. You guys had a big voting thing out there. Okay. How long have you how long have you lived in Ohio for? >> A lifelong resident, actually. >> How many years? >> Uh, 32. >> 32 years. Holy moly. Okay. Awesome. Now, do you like living there? Do you like living in Ohio? >> It's all right. I mean, it's home, but no, I couldn't say that it's my my where I would ideally be. >> Okay. Well, uh, well, you kind of said it's all right. What do you like about living there? >> Uh, you know, close to family, uh, low cost of living, um, you know, major cities within easy commute. >> Okay. Where Okay. So, if you could live anywhere in the world, where would you live? >> I'd probably pick the the West Coast. Uh, you know, north of Portland, south of Seattle. >> Okay. Fair enough. All right. I'm going to I'm going to end that with you. I'm going to pull out another person here. Thanks for volunteering, Shane. I'll

come back to you to to that in a second. Okay. Uh let's see who else who else do I want to bring out here? Oh, the lucky people. Okay. So, Katherine Katherine Zeno, are you on, Katherine? >> Yes. Hello. >> All right. Can I ask you a couple questions, Katherine? >> You can. You'll hear my kids in the background, but go ahead. >> Don't worry about it. I have four kids. Don't worry about it. Okay. Where do you live, Katherine? >> Um, Alisa Viejo, California. >> Oh, California. Awesome. I love that place. Uh, how long have you lived there for? >> Um, in the city, 2 years, but in the county, the area for uh, eight years. >> Do do you like living there? >> Yes. >> Oh, cool. What do you What do you like about living there? >> U, we have good weather, close to family, >> right? Um, those are probably the the best things. >> Okay. So, I mean, it sounds like you love living there. I mean, if you if you

could live anywhere in the entire world, where would you live if you could? >> Um, if I could transport my whole life and family, I'd move them all to Hawaii, probably. >> Why Hawaii? Um, even better weather than where we are, >> more of a relaxed more of a relaxed um kind of uh lifestyle there. >> Awesome. All right, Katherine. Thanks for thanks for particip I'm going to mute you again real quick. >>

All right, now let's uh let's jump back in here. Do you see how this works? Did Katherine have two truths? Did Shane have two truths? They both said, especially Katherine said that she really liked where she lived. She lives in sunny California. She like she loves where she lives. But when I asked her if there it was if she could live anywhere in the world, where would she want to live? She said something that's a 6-hour flight away from where she lives, a completely different place. In the beginning, she said she really liked where she lived.

But when I asked her if there was anywhere in the world she could live, if she could, she said what? She chose something else. That is the example of people will always have two truths. Always get that in your mind. Your prospects will always have two truths. Never forget that. Okay. Now, let's take a look here at an example of an average salesperson. So, we're we're always going to compare average salespeople using the old model of selling, traditional selling techniques, compared to what I'm going to teach you, the seven figure salesperson who uses the new model of selling. Now, we're going to show the difference on how they respond when a potential customer says they love their current provider and are already happy with the service they're getting. So, let's let's take a look at this. Now, here is what the average salesperson would do. Here's how they would handle this. This is not the right way to do this. This is the wrong way to do this. Okay?

But we have to show the difference in contrast. So, let's say for example, because I have a lot of sales people I train that are in the insurance industry. So, let's say that you sell insurance and the prospect says something like this. Okay? Prospect says, "Well, Jane, we we really like our current provider that we have now and we've got good premiums. You know, our coverage is excellent. We've been with them for five, six years now. You know, I'm friends with the the agent. Here's how the average salesperson respond. Well, uh, you know, Jane, I I mean, I know how you feel. I mean, others I I've talked to, you know, in your situation have felt the same way. And when I first met them, but they found that, you know, after I went over the details of our insurance that they found they could get insurance through my company for a lot more affordable and better rates. Now, let's stop that for a second. So what did what did the average salesperson just use there? He used

what's called the feel felt found theory, right? To overcome their objection. Now this theory has been used since the 1950s. Okay? It's not bad, but it's not going to separate you. It's not going to get you into that top field where you're making 250,000 a year, half a million a year, seven figures a year in your industry by using it. It's going to keep you maybe a little bit above average, average or below average because in the era that we live in today, this technique is completely worn out. Your prospects almost have an immunity to this because they have salespeople saying the same thing to them all the time. And all it does is automatically make you look like what in their eyes? Another salesperson trying to sell them something. And that triggers sales pressure. Now, let's say that the salesperson says this. So, uh, well, Jane, if I could show you, so if I could show you my company's insurance is better than your provider. Now, wouldn't that make sense for you to switch over

to us? Now, let's stop for a second. When you say, and and make sure you pay attention to this right now. This is important. When you say, "If I could show you," which most sales people say that when you say, "If I could show you," it puts the pressure on who? puts a pressure on you now to try to prove that yours is better and your potential customer is starting to feel sales pressure from you at this point. Now the funny thing is you the salesperson can also feel what you can feel the sales pressure building as well at this point. Now let's move on. Prospect says well uh let me do this uh you know uh Brad my my wife will be home tonight and I I'll talk to her about what you're offering and I'll call you back later this week. Why don't you just leave a brochure and I'll call you back if she's interested or send me a brochure through your email. Salesperson says, "Well, why wouldn't she want your family to have a better insurance rate? I mean, I'll I'll

tell you uh I I can call my manager and see if he'd be willing to lower the cost a bit for you. Now, if I got it lowered a bit, could you make a decision now? Because after today, our promotion ends for the rest of the year." Now, a lot of sales people say this all the time, right? They do the routine of calling the manager to to try to get a promotion to last longer or you know here's what we're willing to do for you just because you're you okay let's be real with ourselves. Do you really think that when you say let me talk to my manager that routine works anymore in the post trust era that we live in today? It might work here and there for you but most of the time it's not. It's a dead technique and every prospect has heard that a million times. Now, do you feel like they can feel sales pressure when you use that? Of course. So, the prospect will usually say something like this. That usually will start to set them off. Uh, you know, like I said, I I just need to talk

to my wife about it first. Have a have a great night. Hangs up the phone. Now, let's take a look at what the seven figure salesperson asks. And let's say that in this example, we sell insurance as well. Let's just keep it simple. Uh so the prospect says, "Well, we really like our current uh service provider, Brad. I mean, they've done an amazing job for us." Then salesperson would say, "Yeah, that's not a problem. Uh just curious, what do you what do you like about them? What do you what do you like about uh your insurance company you're using now?" "Well, we like this about them. We like that." Okay. Anything else you like about them? Yeah. You know, they really do a good job with uh giving us good coverage and you know, blah blah blah blah. Now, here's where it changes. Okay, remember they have two truths, right? So, here's where this question comes in. I'm giving you an example. So, Mr. Prospect, to me, it sounds like

things are going fairly well for you. I mean, is is there anything you would change about your current provider if you could? See how we use that? To me, it sounds like things are going fairly well for you. Is there anything you would change about your current provider if you could? Now remember, 99% of the time when you ask this question at the right time, they're going to do what? Tell you something that they want change because nobody likes I mean very few people like or hate what they're using 100%. There's always room for improvement, right? You know that as well. So the prospect will say, "Well, well,

we we do like them, but I I guess you know one thing we we have noticed that our monthly cost has been increasing. You know, we we average out. us about a 12% increase over the last couple of months. So, it does have us a little bit concerned. Mr. Prospect, what what do you mean by concerned? Okay. Now, here's what separates a seven figure salesperson from an average salesperson. When the

prospect says that they have some concern, what do most salespeople do? They jump in and show them their solution. Well, let me resolve that concern for you. We do this, we do that. and they start talking about all their features and benefits. Now is not the time to present your solution. You haven't gone deep enough in that conversation. How do you know what they mean when they say they have some concern? Do you really know what they mean? You have to ask. Here's the question. So, what do you mean by concerned? See that? Then they're gonna say, "Well, you know, we're trying to cut our cost around here." Okay, I can appreciate that. I mean, is there anything else you would change uh about them if you could? Well, you know, we I did talk to my wife the other day. They they are growing, you know, very big. They're getting very big as a company, and we we just, you know, we've been with them for 5 years. We just don't feel like we're getting the same service. And then you probably

say, well, what do you mean by you're not getting the same service? So, you would ask another what I call clarifying question. We're going to go over those in just a bit. Now, notice that they told you a few things they don't like and that they want to change. Right now, you're going to continue asking them questions around those issues they're having and why they're having them, how it's affecting them, and how important is it for them to change their situation. So, let me give you another example of this. Let's say that you're a head hunter. Again, I'm going to give different industries here tonight. I always do this in the different weeks. Just remember, you're going to plug in what you sell. So, let's say that you're a head hunter or a recruiter at a staffing agency. Okay? Again, or you could even do this if you're in network marketing or you sell business opportunities or franchises even. Okay? Kind of this this example. You could

kind of put this in together as well. So, you're going to find that many of your prospects that you're trying to recruit, if you're in those industries, if you're trying to recruit them away from their company to go with you, uh they might uh really already love what they're doing. They might already love their job. They might love the fact that they're making 150,000 a year at their job and they've got a great title and a car bonus, yet they might hate the pressure and stress that go along with that. Two truths, right? So remember, money is not everything, but money and less stress could be for this prospect. It could be that your company that you're recruiting them to could offer that to them. Do you see how that works? Now, like I said, I'm just going to give examples. We're going to talk about if you're a recruiter right now. Okay, this and doesn't matter if you're recruit, sell financial services, cars, houses, boats, jumbo planes, nuclear weapons. It

doesn't matter if you sell a candidate for heck if you're in polit politician that does not matter. Now let's say that maybe for less money let's say only 120,000 a year but if they had less stress and pressure that

might be the tipping point for your prospect. So problem awareness questions helps you and your prospect explore what that situation is. And when they answer those questions you're asking it gives you the what it gives you the road map of how specifically they got into that situation. So, right after you and let's let's move on here real quick. So, right after you ask them two to three background questions, you're then going to start asking them problem awareness questions. Now, let me give you a few examples of these. Okay, like I said, these work for anything you sell. Does not matter what you sell. Product, service, does not matter. Consulting doesn't matter. You're just going to plug in what you sell in this formula. So, you're just asking them if they like

what they already are using to solve that problem. Now, let me give you an example of that. Let's say that you sell cars. Here's the problem awareness question. So, John, do you like the car you have now? So, John, do you like the car you have now? Let's say you sell life insurance. So, Mary, do you like the insurance policy you have now? Guys, don't be worried if they say yes. Remember, they have two truths. And I'm going to show you how to dig that. Okay? Most sales people don't ask direct questions like that because they're afraid of getting the answer they don't want. That is traditional selling. You're trying to manipulate them. We're not manipulating them. We're open to them. And because we're open to them, they become what to us? They become open to us. Do you want your prospects to be open to you? Yes. So, if you sell insurance, so Mary, do you like the insurance policy you have now? Let's say you sell real estate. So, Alex, do you

like the home you live in now? Let's say you're in network marketing. You sell network marketing. So Jane, do you like what you're doing for a living now? Jane, do you like what you're doing for a living now? Let's say you sell financial services. So Barry, do you like the portfolio you have now? Let's say you sell printers. I don't know. It doesn't matter. I train sales people that sell printers. So Rachel, do you like the printers your company uses now? Let's say that you sell health coaching or weight loss management services. My wife is actually in that field. So, Drew, do you like your current weight you're at now? So, Drew, do you like the current weight you're at now? Don't be afraid of asking these questions. Okay? You have to know where they're at, what their situation is now, and what caused those problems before you can offer help. Do you see how this works? You're just plugging in what they like what they have now. Okay? You're plugging in

if they like what they have now. If they like what they're using or doing now, there's no right or wrong answer. Remember, like I said 10 times, your customers always have two truths. Now, we're going to role play for a second on this. I'm going to bring out probably one, maybe two of you real quick, and I want you to tell me what your industry is and what product or service you sell, and let's come up with a very simple problem question to ask. Uh, so let's see, who am I going to pick here? Hold on. I've got to kind of escape here to get back in here. Hold on one second. Let's see. Uh, I've got a bunch of people on here. Who am I going to pick? Who am I going to pick? Um, all right. Do I have Frank Orlando? Are you on? Frank Orlando. >> Frank, can you hear me? >> Frank, I can't hear you. Can you hear me, Frank? >>

Come on. >> Frank Orlando, are you on? Yes, I'm on, but I don't have a thing. >> I can hear you, bro. All right, Frank,

tell me, what industry are you actually in? >> Frank, >> can you hear me? You can hear me? >> I can hear you, bro. What industry are you in? >> Oh, okay. Financial services. >> All right. So, this is easy. So, financial services. What do you actually sell within financial services? >> Uh, I'm actually an adviser, so I do full planning. >> Okay. So, I mean, I already kind of gave you the question here that you could ask. So, let's uh let's just do that. So, question for you is if you sell financial services, you'd probably ask them, do they like what they're investing in now? See how that works? So, Barry, do do you like what you're investing in now? There's no right or wrong answer, Frank. If they say, "Yeah, I love what I'm investing in." Oh, really? What do you like about it? You see how that works? They tell you, "Is there anything else you like about it?" "Oh, I like XYZ." Wow. So, I mean, to

me, it sounds like things are going fairly well for you. Is there anything you would change about what you're investing in if you could? Oh, you have no idea. And you might get a completely different answer. So, Frank, write that question down. That is a very good problem awareness question for your industry. I train a lot of financial uh advisors uh just like yourself. Okay. >> All right. Great. Thank you, Jeremy. >> No problem. Now, let's pull somebody else out here hopefully. Let's get somebody. I mean, we already gave a kind of a a question there for Frank already had it. So, let's let's pull out somebody else here. Um, all right. Do I have Shane Manor? Are you on, Shane? >> Yeah, Jeremy, I'm here. >> Hey, Shane. Thanks. What industry are you in, Shane? >> Uh, surgical instrument repairs. >> Surgical instrument repair. So, medical sales, medical device sales, right? >> Uh, that was previous. Now I'm just on the service side. So no capital.

>> So tell me because I don't really know anything about your industry. So if you were who are you actually selling to? >> Uh hospitals, hospitals, surgery centers. >> So are you talking to doctors in those or who are you talking to? >> Uh mostly sterile processing, O managers, department coordinators. >> Okay. So you're talking to more like administrative or department managers basically. >> Correct. Yes. >> Those are those are the ones that make the decisions or the doctors? Uh, usually the doctors complain and the staff finds a solution. >> Okay, so this is really easy for your industry. So, uh, basically you're asking them if they like what they're currently using. That's really all you're doing there. So, write this. I don't know what your products are actually called. >> So, this is just off the top of my head, but give me give me a name of your product. >> Um, you know, drills and saws are one of

our big lines. So, actual like orthopedic drills and saws in the procedure. Does your product solve though? Like if they don't have your product, what are they missing out? Like what does it solve? >> Oh, basically it's just a, you know, it's a service issue. So, you know, reliability, increased reliability, minimal downtime. >> Okay. So, you basically would ask them if they like what they're currently using now. Does that make sense? So, whatever your product name is, like let's say they're using a competitor, you would say, "Do you like blank?" you know what you're using now and there's no right or

wrong answer right if they say it usually happens like this Shane you're gonna have some people say a lot of people will kind of him and all they're like yeah you know they're kind of him and how some people say yeah we don't or some people say yeah we really like what we're doing so it's really three destination points there and I'm

going to teach you how to take them down each point depending on the answer they gave you that question does that make sense >> it does >> okay so just I don't know what your products are actually physically called, but you just say, "Do you like blank what you're using now?" And they would say yes, maybe, or no. Does that make sense? And then I'm going to show you where to take it from there. Okay, perfect. Let's do one more on this. Try to get more specific here. Shane, I apologize for not getting specific with you. I don't know what your products are called there. Uh, let's see. Um, all right. Uh Pierre, we got Pierre on here. Pierre, what industry are you in? >> Um well, high ticket uh affiliate marketing. >> So you're in affiliate marketing. So basically in your space, because I train a lot of people in your space, basically in your space uh you're selling like uh affiliate marketing to people where they can like start a business from home,

right? >> Correct. So, you would basically, this is really simple because they're coming from like a job or they're retired or maybe they're disabled or let's say they, you know, they're stay-at-home mom. It doesn't really matter. So, if if uh let's say that you're talking to a lady named Mary and she has a job as a just whatever an administrator or she's let's say she's the CEO of a company, you would just say, "Do do you like what you're doing for a living?" >> So, that would be what their current situation is. So, just write that down. Uh, so Mary, do do you like your job? Do you like what you're doing? And they could say yes, no, or him and ha. And we're going to show you how to take that in each direction. Does that make sense, Peter? >> Yeah, absolutely. >> All right. Spot on. Good deal. Okay. Let's go ahead and keep moving forward because we're going to do some more role

playing here as well. So, see how this works. All you're doing is you're you're typically you're just plugging in uh what they already have now. Okay? So if basically if if they like what they're using now this that's really all you're doing in that first problem awareness question. I'm going to teach you how to ask more. But that first problem awareness question that's really all you're actually doing. It's really that simple. Okay. Now so whether they say they do like what they already have or they don't like what they already have or using, you're simply going down that path with your questions. Okay? So if they say they do like it, you're going to take them one path. If they say they don't like it, you're going to take them down another path. Okay? Now, if they say they like what they already have, you're simply going to ask them to expand on what they like. Okay? It's this is not rocket science, but it's also equally important to find out what

they like about their current provider, what they already have as well. You want to find out things they already like. Okay? Why is that? because you you're going to need to know what's important for them about their service or what they're using now so that your solution does what can also give them those

things things that they like. Okay. Now, on the flip side, if your sales conversation starts going down the path of they don't like what they're currently using or have, then you will explore what they don't like about it and why and how it's affecting them. Okay? But most importantly here, you have to stay neutral with your questions. You have to be neutral. You always have to show interest in both sides of what they already like and show interest in what they also don't like. Okay. Now, problem aware a awareness questions, they give you a few things here and then we're going to go into more. So, number one, they're going to encourage your prospect to give you

their emotions, their well, their feelings too, their emotions, their worries, their opinions. They give you everything. Number two, it encourages them to share their likes and dislikes and how their problems are affecting them. Three, they will give you both a very clear viewing of what their problems are, what's caused them, and why it's important for them to change that. Okay. Number four, uh, and this is very important, especially for me, they make you look extremely smart, okay, and professional and considerate. They make you and they view you as an advisor, okay? Somebody they trust. Okay? So you you basically from these problem awareness questions you will form because you're open to them, they become open to you and you form an emotional connection with them that I'm going to tell you 99.9% of sales people can only dream of these type of connections that I'm talking about. So while most sales people only get the facts, you're getting what? you're getting their

feelings. Okay, so I'm going to give you more examples on how to follow this process. So your first problem awareness question should be on if they like what they're doing or what they already have. Okay, let's give you some additional questions after that. Now, I will tell you, you know, make sure you remember this. You're not going to ask more than three to four problem questions. You don't want to ask more than that, okay? because I'm also going to teach you how to ask what I call probing questions that will take you deeper into their emotional side as well uh is to bring really everything out. Now, let's say again, I'm going to give you another example since we're already talking about this for a few times. Let's say that you recruit people for a living. You could work for a staffing agency. You could be a network marketer. You could sell affiliate programs, homebased businesses, franchise, it doesn't matter. I train a lot of people in those

industries as well. Here's how this would actually look. Okay, let me give you some examples. You would say, and we're going to say the same thing, the first problem awareness question. So, Mary, do you do you like what you're doing for a living? Do you like what you're doing for a living? Now, notice you're going to say this in a calm, relaxed, slower pace. Now, if you come out and say, "Uh, Mary, do you like what you're doing for a living?" It has a completely different meaning than so Mary do you do you like what you're doing for a living? You see the difference in that? Be calm, relaxed, slow down your pace. Let's say the prospect says, "Yeah, you know, Jeremy, I really like what I do." Now, once again, most sales people that would make them really disheartened, right? They'd be like, "She really likes what she's doing. And there's no way she's going to buy my, you know, she's no way that she's going to want

to switch to,

you know, this company that I represent. She's going to want to stay with her company. Let's say if you're a recruiter, right? But you would just say this. This is what the seven figure person says. Uh, well, that's interesting. What do you like about your job? Prospect says, "Well, you know, I really like the money they pay me. I finally making over six figures. I mean, it's taken me years to get that. I moved up the corporate ladder. you know, in the next few years, I think that I might even have a chance to get the VP of operations because they're retiring. Wow, that's really interesting. Is there anything else you like about it? Yeah. I also like the fact that I'm really respected by my peers as well. I mean, I have a really nice position in the company, have really nice cornered office, and they even give me a car bonus. Oh, that's great, Mary. I mean, to me, it sounds like things are going, you know, fairly well for you right now.

goes, "Is there anything you would change about your job if you could?" Prospect says, "Oh jeez, you have no idea. I mean, the the workload if I mean, if I could change the workload and the all the hours that I'm away from my kids, it's crazy. I mean, it's starting to catch up to me." Okay. Um, when you say workload and hours, can you be more specific? Well, okay. Okay. Well, what I mean right now is I'm putting in about 10 to 12 hours a day. And on top of that, uh because I, you know, I live outside the city, it's about a 45minut commute each way. So, you know, by the time I work 10, 11 hours, I drive 45 minutes. It's, you know, 7:38 before I get home, I hardly have time to see my girls. I see. Um, Mary, how long has that been going on? Well, you know, it's been going on for four or five years now. Um, okay. Has it had an impact on you and your family? Has it had an impact on you and

your family? Now because you're open to them and you're asking questions where they can tell you they like it, they can tell you they don't like it. They become what to you? They become open to you. So when you ask these questions and you ask them to clarify on their answers so you know what they mean by those answers, people will get very very emotional with you. You'll have CEOs crying to you about their problems and their situation and how it's affecting even their personal lives. Okay? if you do this right and I'm going to teach you. So, go back. Uh, so Mary, has that had an impact on you and your family? Yeah. Gosh, it's hard sometimes. I mean, my mom pretty much takes care of them and I pretty much miss all their school activities. How has it made you feel missing those? Oh, you have no idea. It's just it's horrible. I don't even know what to do about it anymore. Okay, so you can see Mary has what? She has two truths here. She loves her job,

right? She loves the money. She loves her position in the company. But she also hates the long hours, the workload, and not being there for her two daughters. Something completely different. You would have never got that unless you went deeper in the conversation. Right? So, both you and her are getting a very clear picture of her situation. And more importantly than Mary telling you what her problems are, who is she telling her problems to? She's telling herself what her problems are. Do you see? Is this

starting to sink this in? So now it's far more persuasive if she tells herself what her problems are rather than you telling her what her problems are. Right? And once again, we used, you know, if you're a recruiter for a staffing agency or network marketer, you know, affiliate program seller, something like that. It it does not matter your industry product or service, you're going deeper in those conversations by the questions because Mary is now become emotionally tied to

her problems. Okay? And she's become emotionally tied to you as the expert who can help her solve those issues that she's having. Now, do do you see how this is coming together for both you and your prospect? You can use this, like I said, for anything you sell. It doesn't matter if it's a product, service, or if you're at recruiting, or even raising capital for your company. I teach people how to raise capital for their company. It's all the same. So, let me give you a few more examples of problem awareness questions that you can ask during the sequence here. And like I said, these are all transcribed out, guys. You can write them down if you want, but they're all being the transcripts available to you in your back office probably by tomorrow. So, I'm just going to give you some examples. Uh, John, what do you like about So, I'm going to start I'm gonna give you some starters. Then, you're going to plug in what you sell. Okay? So, what do you like about what

they just told you they liked? Okay? And then you can say, "Well, why do you like that?" So, that's a following kind. You're you're following up with a why do you like that? Is there anything else you like about it? That's when you're going to plug in what they told you they like about what they're currently using. Then, well, why is that important to you? What they totally like and how does that make you feel? Now, that's if they say they like what they're doing. Oh, really? What do you like about it? Okay. Is there is Oh, I'm curious. Why do you like that? Is there anything else you like about it? Let's say let's pick out someone example. Let's say the gentleman that sold financial services. Do do you like your portfolio that you have now? Oh, yeah. I love it. Oh, really? What do you like about it? Well, you know, they have me really diversified in some different things and, you know, XYZ blah blah blah. Oh, really? Why do you like

that? Well, you know, 10 years ago or eight years ago back in 2008, we lost a lot of our money in the stock market because we were in, you know, a few different stocks. We really wanted to diversify. That makes sense. Is there anything else you like about it? Well, we like this and this and this. Okay. Well, why is that important to you? So, you see, you're you're really asking them to expand. Now, if you're let's say you're selling financial services in that example, do you think it's important for you to know that your customer you're trying to switch over to your your financial company wants to be completely diversified? And why do they want to become diversified? Because they lost most of their money in the stock market crash of 2008. Do you think that's important to know that they like what they already have by those questions before you really can get into your solution? You have to know that. You have to ask those questions. Now, let's pretend in the same context when

you ask this person if they like what they do for a living. Let's say let's give you an example of your

recruiting a recruiter for a staffing company and she says this. I'm going to give you different examples. Okay. So, I'm just going to go back. So, Mary, do you like what you're doing for a living? Yeah. Not not really. Not really at all. Oh, really? Um, you don't I mean, what you don't what what don't you like? Well, you know, I I really don't like the fact that I've got such a long commute. What What do you mean by long commute? So, if they say, let's say you're a recruiter and they say they don't like that they have a long commute, do you know what that means? Do you know what a long commute means to that person? You have no idea until you ask them to clarify. That's one of the different guys. Little clarifying questions like this, we're going to cover these in a minute, separate people from making a 100 grand to 250 grand to 500 grand. I

mean, just little things like this. Little things add up. Okay? Cuz if you don't know what she means by commute, you're not going to go deep enough for her to own that problem. Well, what do you mean by long commute? Well, I've got to drive about an hour each way to get to work. I see. How how long have you been driving that far? Oh, geez. I mean, it's it's been about six years ago. Okay. So, commuting an hour each way. Um, has that had an impact on you and your family? Yeah. I mean, it it hurts me. I'm I'm really not there for my two girls. Okay. So, go back. When you say it hurts you, what what do you mean exactly? Well, you know, my my kids uh they don't really know who I am. I just I don't know much. I don't know how much longer I can I can keep doing this to them. So, let me let's just stop here. So, let's say you're a recruiter. You're trying to recruit them from their company they work for to a different company. you get paid a commission the more people you

you recruit to this company. Right? So when you say when they say it hurts me that I'm not there for my two little girls, most sales people would just move on. They wouldn't ask them to expand on that. And that's where they miss the emotional connection. You just ask a simple question. So Mary, when you say it hurt you, what what do you mean by that? Well, my kids don't know who I am and I just don't know how much longer I can keep doing this. when they just told them that they don't know how much longer they can keep doing that and that it's hurting their kids. Do you think they're becoming more emotionally involved in changing that situation instead of you telling them that? Of course. Then you could say, "Is there anything else you don't like about your career?" Yeah. You know, I just I don't like all the politics in the job. What do you mean by politics? Or what do you mean by that? Well, I just don't feel like I can move up to to the very top as

my boss. I I don't think that they they just don't like I don't think they'd ever let that happen. Okay. Um how does that make you feel? Just awful. I just need to change. Well, well, why now though? I mean, why is that important for you to change now? Okay. Do you see how we ask them that question when they say just awful? I just need to change. Most sales people would do what? they would just move on with another question or jump into their solution about how they can help them, right? Never do that. You ask them to clarify this by asking this, "Well, well, why now though? Why do you need to make a change now?" Well, because my kids are growing up and I'm afraid I'm going to miss their childhood.

Well, what do you like about your job though? So, do you see are they becoming more em mostly involved the deeper you go down that conversation? Okay. Do you see how that works? Well, what do you what do you like about your job, though? So, even though they told

you they don't like about it, they told you what they don't like about it, you then want to ask them what they like about it, right? Because you want to find out what they also like about their situation so you know to make sure you have it in your solution or you can put that in your solution. See how that works? You're just matching everything, guys. It's really that simple. Well, they said, "Well, I you know, I do like the money." Okay. So, all you're doing here, you still, like I said, you got to find out because you have to match the features and benefits of your solution that's also going to fit into what she already likes about what she's currently doing. Okay. Now, let's keep moving on. Here's some other uh sequence of problem awareness questions you can ask. You can ask, well, what what don't you like about that? So if they say if you say do you do you like let's say that you uh you sell I don't know pharmaceutical drugs. So so do you like XYZ drug your

patients are using now to the doctor? Uh no we well not we don't really not not really what don't you like about it or why don't you like that exactly? Okay and then you're going to plug in what they just told you they don't like. Okay. Is there anything else you don't like about it? And that's where you're going to plug in what they're currently are using that your solution can solve. And then you can ask, like I said, you're not going to ask each one of these questions, guys. You're going to pick a couple. Okay? I'm just giving you different examples. You're not going to use all five here. You're not going to uh interrogate them. You're going to use maybe one or two there. Maybe three at the most. Well, why is that important to you now, though? Okay. You're going to ask them why it's important for them to that now whatever they told you they want or want to change. And then you can ask a follow. How does that make you

feel? Okay. Now, more than likely you're, like I said, you're not going to use all these questions. Just giving you different examples. Okay? It really depends on the situation you're in and the answers your prospect is giving you. Okay? Now, like you've just seen from this one example, I gave you many answers that can come from just a simple question that you can ask. Now, like I said, this is one thing that separates salespeople from getting average results to becoming a high six figure earner. When I say high six figures, that's making at least 250,000 a year. More like 400, 500,000 a year, 700,000 a year, and over seven figures a year. Many sales people I train came to me making a h 100red grand a year that now make over \$100,000 a month selling the exact same product or service they're in. Okay. So, one of the biggest differences is how deep you can take them in your sales conversation to draw out their emotional and feeling side. Okay. So, these questions help you and

your prospect completely understand where they're at in their present situation. Now, I'm going to tell you, it's also very important that you don't, like I said, rattle off four or five questions like you're interrogating them. Okay? Because if you do this, it's going to put uh it's going to put sales pressure on them and you and you will get some push back or resistance. Remember, keep your your tone

conversational. Okay? Keep your questions conversational. Okay? So, you're going to talk about their answers they give you and ask them to elaborate. Okay? And then you're going to slip in different problem awareness questions around the answers they give you. And I will give you the complete formula through the eight weeks of this start to finish. Okay? Right now, we're kind of in the not quite the middle of that, you know. Now, let's go over what I call seven figure probes. These are very important. Sevenigure probes in the new model of selling. So, once your prospective

customer tells you what their problem is, these questions make it easy for your prospect to relive their experience and what the problem has done to them. Okay? It allows them to develop the story in very painful detail. Okay? without intruding on their privacy. Your probing questions invite your prospect to elaborate and bring out their feelings or their emotions. Okay, so here are a few uh questions you can use and you can use these throughout any of the conversation. Write these down. Mr. Jones, has that had an impact on you? Do you see how I guys, do you see how I use that a couple times in those examples? This is a probing question. Has that had an impact on you? In what way? So, let's say if I say, "Has that had an impact on you?" And it doesn't matter what you sell cuz maybe their problem has had an impact on them. And you're not going to, like I said, I'm going to teach you the right time to ask that. You're not going to ask them that within two minutes of

meeting them because it's not time yet. There hasn't been enough emotions come out. Okay? You're going to ask them later in the conversation. Has that had an impact on you? Oh, for sure, Jeremy. In what way though? In what way? You see how you asked that follow that clarifying question. In what way? Or you can use this. Well, what bothers you the most about this? what bothers you the most about this or this question is a good one. How tough a position did that put you in? So, let's say they're explaining different things or whatever, you know, let's say that in the medical uh, you know, the surgical uh salesman, you know, that sells surgical devices. Maybe he's talking to an account manager and maybe the last decision they made uh cost the hospital a lot of money and let's say that the device they used maybe caused a procedure to go wrong and somebody passed away. I mean that that could have happened. And you can ask during that conversation when they talk

about that problem and how it's affecting them. You can say, "Well, how tough a position did that put you in?" Do you see that's a probing question or you can say this, and it doesn't even have to be a question. You can say this. I use this all the time. Um, John, I I sense you might be frustrated by that. Or I sense you might be frustrated by this. Can you tell me more? You see how that works? Now, like I said, some of your probes will be comments and not questions, such as this last one. I sense you might be frustrated by that or frustrated by this. Okay? Doesn't have to be a question every time. So, whatever invited your prospect to express their frustrations and bring out the feelings is what's called a probe. Okay? Now, let's talk about clarifying questions. Okay. These questions allow you and your prospect to go deeper than they've ever gone with any salesperson ever. So, as you use these questions, you're going to find out that there's an

aura of intensity surrounding their need. Very powerful if you can bring it out of them. These questions help you bring that out. So, some problems once you help your prospect uncover them from your questions that you've asked don't just call for satisfaction. They do what? They demand satisfaction. So, this need has now become attached to your prospect. So they now own their problems and you are both connected with solving those problems. Now let me give you a few examples of clarifying questions you can ask. You can ask these throughout the conversation anytime. Okay? Especially when you're asking problem awareness questions and they're answering. A lot of times you're going to ask these clarifying questions to get behind what they mean by that. So you can say, "Uh, John, can I ask you why you said that? Can I ask you why you said that? Or can I ask you why you asked that? How do you mean by that?" This is one of my favorite ones. How do you mean by that? Or this one. When you

say, "What? What did you mean exactly by that?" Or when when you say, "What do you mean exactly?" Or this. How do you feel about that? How do you feel about that? And I I apologize, guys. We're going to I'm about two slides behind here. So, let me go through these again. Can I ask you why you said that? Can I ask you why you said that? Or how do you mean by that? Or when you say that, what what do you mean exactly? What do you mean exactly when you say that? See, there's variations of just that one question. Or how do you feel about that? Or can I ask you why you want that though? Or why do you want that? Or what do you mean by that? Okay, do you see how that works? I'm going to keep those up for a second so you can write those in. Like I said, these will be all transcribed so you'll have this uh probably tomorrow. Now, I want you to go deeper deeper deeper. Okay? So realize when you're when when you get answers from your first question you

ask. I have to make sure you understand this. When you get the first answers from the questions you ask, most of the time it's just what we call here at 7igure Sales Training a surface answer. It's just a surface answer. Okay? Meaning that it's not really the real answer. Okay? So if you just accept their answer and you move on, then you're missing so many sales. you're losing sales because of that. So, this is a big reason why a lot of sales people lose a ton of sales that you could be making is because you're not going deeper than the surface with your questions. Okay? The first answer your prospect gives you, I'm going to tell you, can even be a madeup answer or just a partial truth of their real situation. And when I train sales people, I always tell them it's like peeling the layers of an onion. Okay? 99.9% of salespeople only peel off the outer layer of the onion. They don't peel enough layers off. They don't get enough emotion from their prospects.

They just get logic. And do pe do your prospects base their decisions on logic or emotion? Emotion. Right? So a few sales people will peel off a few more layers of the onion. So the ones who can peel off more layers instead of making 20 or 30,000 a year they might make 60 or 70 or 80. And then some sales people can peel off a few more layers than that and they might make a 100 to 150. And then some sales people can peel off more layers and they might make 250,000. Others, which is my goal for each of you on here, learn how to peel off every layer of the onion. When you learn how to do that from this training,

you master that. That's where you get up to that 300,000 yearly income, 500,000 800,000 million range income. There's a big difference. So, you get to see what's behind each layer until you get to the core of the prospect's emotions. Okay? Now, once you've mastered this, you will become you'll make it to that seven figure status in your sales career. So, here's here's some more

questions to bring out their emotions and the pill more layers off that onion. I'm going to give you more of these here. Write these down if you want. Uh, John, can you tell me more about dot dot dot dot? Could you elaborate more on that? Um, Mary, I'm not sure I understand. I'm not sure I understand what you told me. Or how does your boss uh feel about that? Mary, how does your spouse feel about that? Let you know if you're if they have to talk to their spouse about uh something. Well, how does your spouse feel about you doing this or you getting involved in this? Why do you say that? Or this is one of my favorites. Write this down. Why now though? Why now? So when you ask them why now and they tell you why they need to change now, do you think they're creating urgency in their own mind that they want to do it now rather than later? You bet they do. You're going to say, "Is there anything else I should know about that? Why do you feel that way still?" Or, "So

what you're saying is, or can you help me better understand?" Do you see how this works? So let me show you how this works. Okay, I'm going to give you some examples here. Okay, I'm going to get a drink here. Let's say your prospect says this, Jeremy, there is a lot on the line here. In what way? See, that's all you have to say, guys. So, if they say, gosh, Josh, or gosh, Frank, there is a lot on the line here at the decision. In what way? See, you have to clarify. You have to ask a clarifying question. Or let's say they say this, Jeremy, I've been stuck with this situation. What do you mean by stuck? Because if you don't ask them what they mean by stuck, how do you know what they mean by stuck? You have no clue. What do you mean by stuck? Or this question, there is a lot writing on this. What do you mean by that? Or gosh, I want to get this off my back. Why now though? Why now though? Do you see? Do you see how you're asking a clarifying question

off of their statement? Or let's say this, I put a cuss word on here. I apologize. Crap hit the fan last month when Can you tell me more about that? What do you mean by that, Julie? Can you tell me more about what happened, prospect? I just can't set on this problem. Why can't you, though? It's almost like you're you're arguing with them and they're going to tell you, "Well, I can't do it. I I cannot set on this problem. I got to do something." Well, why now though? Well, because I've did this and that and this. See, they start to persuade themselves. So, let me give you an example of a dialogue exchange of a salesperson. I'm just going to give you another example here. We have salespeople in all industries on going through this material. So, uh let's say that you uh are in charge of banquetss at a resort. Okay, I've trained a salesperson in this actually before. I have actually a few of these people. So, the prospective customer wants the right

resort for his company's annual convention. And let's say that you're in charge of banquetss at that resort. And this prospective customer is calling around different resorts trying to find a deal and you're

trying to bring them into your resort. Okay? You make a commission off that. Okay. Let's see how this would work. Okay. Uh, prospect says, 'Well, you know, Jeremy, in the past, the resorts we've used, I've got to tell you, they've had problems with check-ins and our dinner service. Um, how do you mean by that? Or how do you mean exactly? Well, it's really just the timing. I mean, I can't fly all of our employees in between 2:30 and 5:00 p.m. for check-in. So, you know, they can just be ready for the welcoming session by 6:30. I mean, we really have to have some rooms ready by noon or 1 at the latest. I mean, you got to understand the employees get upset when they get to the check-in count and the rooms are not ready. Okay. Uh, that makes sense. Can you tell me how

this affects you when this happens? Can you tell me how this affects you when this happens? Well, I mean, everyone starts calling me, then my boss jumps in. I mean, it happened a few months ago. I thought I was going to lose my job, honestly. Um, how did that make you feel when that happened? You see how we're asking more clarifying questions around that? Okay, you see that? You see the pain that they're starting to tell you, but tell who? Tell themselves. Oh gosh, Jeremy, I mean, I was devastated. Man, I've got a family to take care of. I can't lose my job. Okay, so this is very important for you to get this right. Oh yeah, you have no idea. Prospect says, okay, now tell me again, Mary, you had just you had also mentioned I want to make sure I understand. You had mentioned that you were concerned about the dinner service. Can you tell me more about that as well? You see how you're going back and you're showing them what? You're showing them you're listening, right? That you're

present in that conversation. Now, let's say they say this. Well, gosh, yeah, we usually have over 500 people at the welcome reception. So, usually the last 8 to 10 tables get served cold food. I mean, it causes those tables to get extremely pissed off and upset. Okay. Um, does it have an impact on you when that happens as well? Oh, yeah. I mean, yeah, completely it does. I mean, then I have to go into crisis mode and help calm them down when I should be directing my attention to the afterdinner event. Um, that makes sense. I mean, tell me what other points of concern do you have, if any. Well, I don't know if I really have any other concerns. We just need to make sure it's well planned out and then executed as well. Okay, I understand. I mean, I can show you how our hotel operations can be tailored to your schedule if you'd like. Uh, would that possibly take some pressure off of you? Do you see how that works? Would that possibly take some pressure off of you?

Very calm, relaxed. You haven't even really presented your solution yet. You're asking and you're listening yourself to what? To the sale. Wow, it sure would. I mean, when could we do that? Now, I have to ask you, do you think the salesperson is going to make the sale? There's no question about it. They're going to make the sale. Even though other resorts could meet this prospect's needs about room availability and dinner service, it doesn't matter. They're always going to go with you. Here's the biggest difference. The facts about this prospect needs have been heard by every hotel salesperson who this customer has already talked to. So, every other resort has heard the facts that you just heard. Okay? We all know that every salesperson says that they can meet those needs and that her concerns will not

happen with their resort, right? So, every salesperson she's talked to in resorts, different resorts have probably told her what? Oh, we can definitely do that for you. You

don't have to have any concerns. We'll make sure all that's taken care of. But what's the problem with that? We see every salesperson that she's ever done business with her has told her those same things. So, she's become what? She's become skeptical. She's heard that from every single salesperson, right? However, the feelings and emotion about this prospect needs have only been heard by who? By you. And do your prospects make buying decisions based on logic, facts, or their emotions, feelings? We already know that answer. It's always by emotion. They justify logic. So in this example, the seven figure salesperson hears about the facts around the prospect's problems. But the biggest difference in this because of the clarifying questions that he asked is that the salesperson is no hurry to jump in with their solution. They're not in a hurry yet. The seven figure salesperson listens and asks more probing questions to uncover the emotional side of this prospect. You see

how that works? So, after you ask a prospect what they like or dislike about what they're doing or the product or service they're already using, you then ask them this problem question. Okay? You're going to ask them this problem question to better emotionally connect them to their problems and you as someone who can help them solve their problem. Mary, and and I'm not going to plug anything that you sell here. Just plug in anything that you sell here, Mary. Just just so I can see the rationale behind why you might be doing this. But besides, then you're going to say the problem they told you they they have. What is the main reason why you're possibly looking for? Then you're going to plug in what they told you what they're looking for. See how this works, Mary? Just so I can see the rationale behind why you might be doing this. But besides, what's the main reason why you're possibly looking for? Then you're going to plug in what they're looking for,

what they told you. Okay? So you're going So let's do this. Let's go back to the example of Mary, okay? that we had a little bit ago. Remember, we we put you in a role as let's say that you're you're work for a staffing company and you're a head hunter out recruiting people. You're going to trying to recruit this lady Mary away from her job to this other job. Okay? So, like I said, we're just using this example. You can plug in anything you sell. So, you would say something like this. So, Mary, just so I can see the rationale behind why you might be looking for a change, but besides the long commute and not seeing your two girls much, what's the main reason why you're possibly looking uh for another job rather than just staying here at this job? See how that works? Now, it's very important that you stay neutral when you ask this question. Okay? Notice I said might be looking and I also used possibly. What is the main reason why you you why

you're possibly looking for a different job? You're not going to assume yet. It's not ready. It's not time. We don't want to jump in at this point and just assume that she's looking. Okay? Even if she responded to an ad, you don't want to do that yet. Okay? Cuz we're still in the engagement state of the process and we've not got to the point yet to see if we can actually help this person. So, I I will tell you this separates

many sales people is that most sales people would do what at this point? when they told them their problem, they would do what? They would jump in and try to tell how tell Mary how they got the greatest solution in the world for it, right? But it's too soon for that. The seven figureure salesperson knows it's not time for that yet. Okay. Now, I'm going to go ahead and put together the problem awareness questions in the exact order to ask them. Like I suggested, uh you might not ask all of these, but you're going to ask some of them for sure.

Okay? So, this is really simple. Uh, you know, it doesn't matter what you sell. You're just plugging this in. Let me change the slide for you guys. So, Mary, do you like, you know, plug in what they already have or what they're using. Now, if they say they like what they're currently using or what they currently have or the provider they're already working with, just plug in what you sell to this. Okay. Well, what do you like about that? Or why do you like that? Okay. So, that's this is only if they say they like it. Okay. Okay. So, if they say they don't like it, you're not going to ask this question. But if they say, "Yeah, I do like what we're doing." Oh, really? What do you like about it? What do you enjoy? They tell you. Then you say, "Is there anything else you like about it?" Then you're going to ask the question, the two truths question, right? So, Mary, to me, it sounds like things are going well fairly well for you right now. Is there anything you

would change about blank if you could? They tell you, well, why would you change that now, though? Why why would you change that though? And then they tell you, "Well, I'd want to change it because of XYZ and this and that." Okay. Well, just so I can see the rationale behind why you might be doing this, but besides, then you're going to plug in what they told you they don't like. What's the main reason why you might be looking for plug in what they told you they're looking for? You see the formula? Doesn't matter what you sell, product or service. Very simple. You're just plugging it in. And this is going to take practice, guys, but I'm going to help you practice through that. Now, let's say if they tell you they don't like what they're currently using. So, right off the bat when you ask them, they're like, "No, I don't like it." They don't like what they're using. They don't like what they're doing. They

don't like the provider they're with. You're going to ask these questions. So, John, do you like, "Oh, Jeremy, no, we don't like it all." Well, what don't you like about it? You see how it works, guys? It's that simple. Here's the path you go down if they say they don't like it. Okay? So if you're if you're selling uh you know like the three examples if you're selling surgical instruments and you say do you like what you're using now okay whatever that product is I don't know what your product is and they say you know we actually really don't okay what don't you like about it now if they say they did you would say what do you like about it it's that simple see how that works now is there anything else you don't like about it yeah we don't like this and that why though okay well okay well why is that important to you now or what do you and then you're going to say, "Well, what do you actually like about it, though? What do

you enjoy? I mean, you've been using the same uh surgical device for 2 years now. What do you like

about it?" Or, "You've been with the same company that does your f your finances. What do you like about them?" Or you've been with the same insurance policy for 6 years. What do you like about it? Doesn't matter what you sell, guys. You've had the same car for 3 years. What do you enjoy about it? You've had the same home for 12 years. What do you like about it? See, it doesn't matter what you sell. Then you're going to say, "Well, just so I can see the rationale behind why you might be doing this, but besides," you're going to plug in what they told you they don't like, what's the main reason why you might be looking for, plug in what they told you they're looking for. See how easy this is? Not hard. Now, let's pretend in this example when you ask them what they, you know, if they like what they're currently

using or doing or the provider they're already with with and let's say when you ask that because you're going to have about half the people are going to kind of him and all. They be like, well, maybe. So, they kind of like they don't say yes and they don't say no. Okay? So, they're kind of in the middle. And usually about half of Usually 25% say they love it. 25% say they don't like it. And about half of them are in the middle. They're kind of like, "Yeah, I don't know. Do so. Do you do you like do you like?" And then they were like, "Yeah, yeah, I don't I don't know." Well, Mr. Jones, you don't sound so sure about it. You don't sound so sure about it. What don't you like? Okay. Why don't you like that? They tell you. Is there anything else you don't like about it? Well, why don't you like that though? Okay. And I mean, you know, why is that important to you now? Or Okay. Well, for example, what do you

like about it though? Then same question. Well, Mr. Jones, just so I can see kind of the rationale behind why you might be doing this, but besides, plug in what they told you they don't like. What's the main reason why you might be looking for? Plug in what they told you they want. All right, you see how that works? Very, very simple. Now, let's go ahead and bring out one or two more of you here. Uh, we've got a few more minutes, five more minutes. Usually, these trainings go about an hour and a half, then we want to open up for some Q&A. Q&A is where you really learn a lot actually as well. But I want to bring out a couple of you as well. Uh, and basically, let's let's figure out what industry you're in and let's give you some examples of what you can actually use here. So, let's see. Who do I want to bring out here? Uh, how about Brian? We got a Brian. So, so Savviano on here. Brian, are you on? >> Yes, sir. >> All right, Brian. So, tell me, what

industry are you in? >> I uh help business owners um get found online. >> So, you help business help business owners have like a web presence or a brand or what does that mean? >> It just get found online like with the uh in the major search engines. >> Okay. So, you sell services to get their business. Uh, so like if they if somebody types in uh looking for a financial advisor, uh, their information would pull up on Google. Is that basically what it is? >> Yes. >> Okay. So, it's kind of a lead source, right? >> Yes. >> And if they don't have that lead source, what would they be missing out on? >> Well, they would have to resort to more prospecting, making cold calls. Okay, that's that's good. But I want you to go deeper than that. So, if they don't have good leads, how does that affect your prospects? >> Well, how do you mean exactly? >> Okay, so if your prospect doesn't have a web presence and they're not getting

found online and they're getting less leads, how would that affect them? >> Well, that would decrease their income or cause them to have to go out and prospect more. >> Exactly. So, I want you to go deeper even than prospecting more. You said it first. It it lowers their income, right? >> Yes. >> Now, when a business owner has low income, do you think that's affecting them personally? >> Of course. >> Okay. That's where we want to go. That's how deep we want to go. Okay. Not just that, you know, they have to go out and prospect, but by not having your solution, not having that web presence, we want them to get to think in their mind that without that, they're losing what? They're losing revenue. They're losing money. Does that make sense? We want to go that deep. Okay. So, you >> give an example how you would bring that up. >> What's that? >> Can you give an example of how you would press that? >> That's exactly what we're doing. That's

what I'm telling you right now. Okay. So, with your question and help me get more specific with your industry because I'm not obviously 100% familiar with an industry. This is kind of off the top of my head. So basically, when you come to these prospects, do they already use do they sometimes already use companies that try to get them a web presence or any type of presence online? >> Sometimes they have um a lot of times they there's like a lot of like kind of scam type companies, >> okay, >> where they pay someone and then they say, "Oh, I tried SEO or PPC and none of that stuff works." >> Okay. and and bring that up on another probably next week we'll help them overcome that or actually in week seven when we help people overcome their concerns. Save that for me for week seven cuz I'll show you how to get them to resolve that own concern in their mind because if they still have that concern the whole time that they're actually talking to you in the back of

their mind, more than likely they're probably not going to do business with you. Okay? So, I will help you overcome that concern. So, real quick, let's say that they've used uh they've used a service in the past. So, you would say, "Well, you know, John, who who do you use to get a a web presence right now?" So, how are you how are you getting a web presence right now? And they would say, "What, Brian?" >> Well, they'd probably say, "Well, I I I don't I mean, that's the problem. I'm not my site's not ranking. I don't know how to get traffic to it." >> Okay. And then you would you would ask more questions on that. So, let's say if if you say, "Well, who do who do you use now to to actually um to to" and you could even go even deeper than that, Brian? You could even say, "Well, well, how do you have a a presence now?" Or, "How do you actually get your leads?" Because basically, you're providing

leads for them by having a web presence, right? So, that's probably where we'd start with you. So, who do you get your leads from now? Or how do you actually generate leads? And they would say, "What?" >> Well, it depends what type of niche they're in. Um, >> just give me an example. doesn't matter. So I if I say uh Brian, how do how do you how does your company generate leads now for your salespeople? >> Well, here I'll give you an example. I work with uh I'm working with loan officers right now, mortgage brokers. >> Okay. >> So a lot of them try to get their leads from realtors. Um >> Okay. >> So, >> okay. So, so just role play with me for a second, Brian. So, so you kind of get this in your mind. >> So, when you

ask them, so who do you get your leads from now? And they would say, "What? Just act like you're a loan officer or or whatever you're you're working with." They would say,

>> "Well, I try to get my leads from realtors." Uh, okay. >> Right now, that's where I'm trying to focus my business on. >> Okay. And how how long have you been getting leads from realtors like that? >> Well, it's been really uh tough. I've just started doing it and it seems, you know, I'm not really well known yet. So, can you >> When you say tough, can you tell me more about what you mean by tough? Well, a lot of times, you know, I'll meet with the realtor and they'll tell me that they're going to send me some business and, you know, several weeks go by and my my phone doesn't ring and I I haven't, you know, heard anything from them yet. >> So, do you do you like the leads you're getting from realtors? Do you like those leads? >> Well, I'm not really getting enough of them right now, but when I get them, yeah, sure, they're good. >> What What do you What do you like about

them? The ones you get, what do you enjoy about them? Well, I like them because um you know they they usually have a a home buyer who's ready to buy a house and they're looking to get a mortgage right away. So >> Oh, that makes sense. Is there anything else you like about those leads? >> Uh well, I I could get those closed a lot faster because they have a purchase set up and Okay. I can get paid faster. >> Well, I mean really from what you told me, it it sounds like those leads are are working out fairly well for you. I mean, is is there anything you would change about your leads if you could? >> Well, uh, you know, Jeremy, I'd really like to get more of those if I could. >> Okay. Okay. So, do you see how we did that, Brian? We just straight out asked him. Do you see how that's just kind of a normal conversation there? >> So, how are you, you know, how are you getting your leads? Oh, you know, that's a background question, right? We learned

about that last week if you went on if you're on week three's training. So, how are you getting your leads now? Well, I'm getting through like loan officers. Okay. Do you like the leads you're getting? So, that would be the first problem awareness question. Do you see that? Do you like the leads you're getting? Now, so Brian, that's where you really need to start because you don't necessarily necessarily even need to start with their web presence because you're helping them generate leads. That's really what your the web presence does when it's all said and done, right? So, that's where you need to start, Brian, is do you like the leads you're getting now? And they they could say yes, no, or they could him and haw. Right now, if they say no in the beginning, you might say, "Well, what don't you like about So, what don't you like about your leads?" You see how that works, Brian? >> Mhm. >> Very, very simple. Okay, good. Brian,

thanks for coming out. Let's bring somebody else out here. Okay. Uh, let's see. Anybody else that I want to Who do I want to bring out here? Dog gone it. Um, let's see. What about Stephen K? I don't think I brought you out here actually. Hold on. For some reason, when I'm trying to unmute Stephen, it's not working. Stephen K, are you on? Stephen K, are you on? All right, Stephen K, I'm not hearing you, so I'm going to mute you back out. Uh, let's see. Who else do I want to bring out here? Oh. Uh, let's see. What about this gentleman? I don't think I brought you out here. What about Greg? Do I have Greg on here? >>

Yeah, it's me. >> Hey, Greg. What do you sell? >> Um, I do I sell the digital marketing. >> Ah, digital marketing. Okay, good. Uh, okay. So, what does your service solve for people? What does your digital marketing services solve? >> It solves uh basically um the same thing as the last guy you talked to. kind of

them being recognized and having an online reputation on the internet. >> It's pretty much the same question then, Greg. So, who who do you who do you get your leads from now? Would you So, are you talking to small business owners? You who are you talking to? Who are you selling to, Greg? Who's your client? >> Uh, a lot of the times we are selling to marketing companies actually, which is uh let me switch the gears for a second, which is automated outbound marketing. And then then it kind of we offer the brand reputation as a as kind of like a uh an opportunity for them to come in so we could talk about the automated marketing as well. So it's like a free report and by doing the free report then it kind of leads into the other services that we have which would be automated outbound marketing and I and I did talk to you last week about this too. I don't know if you remember. >> Uh you know what I think I did bring you out so I already gave you examples of

that then. Okay. >> You did. Well, let me let me bring somebody else out then because I've already given you examples. Uh let's see. We've got uh what about Damian? I've got Damen Martin on here. Damian, what do you sell? >> Jarmy. >> Damian Martin, what do you sell? >> Can you hear me? >> I can hear you. What do you sell, Damian? >> Uh I'm in the affiliate high uh high ticket sales. >> Okay. So, you sell high ticket sales. >> All right. So, you sell like affiliate programs to people that are probably uh respond to some type of ad online looking for like a business from home, like a homebased business type of thing, right? >> Correct. Yeah. >> Okay. So, really simple for you as well. Uh basically, you're finding out what their present situation is. Uh which would be for most people, they're either retired, they have a job, or or something like that, and they're wanting to change their situation. That's why

they responded to an ad. So you would simply ask, uh, so Jane, do you do you do you like what you're doing for a living? Do you like what you're doing for a living? So that would be your problem awareness question. Do you like what you're doing for a living? And let's say they say no. Okay. Well, what don't you like about it? Well, I don't like this, that, or this. Uh, anything else you don't like about it? Yeah, you know, I don't like the long hours and commute. You see how that works, Damian? >> Yeah, absolutely. >> Now, if they say they do like it, what would you ask them next? what do you like about it? Right? >> Of course, >> because you have to find out what they like. So, what do you like about it? Well, I like this. I like that. Okay. Is there anything else you like about it? And then you would ask them the true truth question. So, to me, it sounds like things are going fairly well for you right now. Is there anything you

would change about what you're doing if you could? Oh gosh. Yeah. I've changed I've got to change the commute. I would change it. Okay. You see how that works? >> Yeah. >> Okay. All right guys, let's go ahead and open up the line for Q&A. Uh I don't want to we've already been about an hour and 40 minutes. I just wanted to kind of give you some different examples from different industries. We you

know a lot of times I try to keep these uh webinars you know not huge not where we have like hundreds of people on here. I try to keep them more intimate so you guys have time to actually ask me questions. So if you have a question I want you to raise your hand and I'm going to bring you out here real quick. So who has a question tonight? Who's got a question tonight? Uh, let's see. Questions, questions, questions. I'm going to bring, you know what? I'm going to start bringing out some people who don't ask me questions because I think you guys are shy. Uh,

let's see. Cordell, Cordell Cook, I've seen you on some of these. What type of question do you have, Cordell? >> Cordell, can you hear me? >> I can hear you. What did you get out of the training tonight, Cordell? >> Um, just at asking deeper questions. Um, >> I kind of I guess I'll have to go back through it to kind of put it together for myself. But >> yeah. >> Yeah, you're gonna and that's why that's why we record all these for you and we transcribe them because you just go back in. You got the formula there and all you're going to do is plug in what you sell. That's really all you're doing. Make sense? >> Correct. >> Yes. >> Or any questions you have tonight, Cordell? Um, not not particularly not right. >> All right. All right, brother. All right. I'm gonna I'm gonna bring out more people who don't ask me questions. I'm going to put you guys on the spot here. Uh, let's see. I've got uh

Natalia. Any questions you have? Natalia. >> Natalia. O, any questions? >> Hi. >> Hey, Natalia. What did you get for the training tonight? So it's basically qualifying questions, right? >> No, these are these are not qualifying questions. They're called problem awareness questions. >> Okay. So how this lead to real estate sales? >> Same thing. You're plugging in what their present situation is and if they like it or not. That's all you're doing. So what you need to do, Natalia, um if you didn't pick that up, you need to go back through the training. That's why I archive and record all these for you guys and the transcripts and you're just plugging it in. So, if you sell real estate, it's really simple. You're just asking them if they like the home they're in now. So, if you sell real estate, so do you like the home that you have now? Uh, yeah, we like it. What do you like about it? Because you got to find out what they like, right? Because

when they tell you what they like, you know what to do with that. You know what to look for in another home, right? Uh, if they say, "No, I don't like about it." Okay, what don't you like about it? You see, you're you're asking those questions because you're in real estate. You need to find out what they like and what they don't like so you know what to actually find. That make sense? So, those are just problem awareness questions. You're finding out why they want to change your situation, why they want to sell their house, or why they want to buy a house. Are you with me? >> So, motivation. >> It's not motivation. It's >> No, I'm just trying to relate to my industry. So that's what I'm trying to like I would I'm trying to figure out what type of questions what I would ask >> the exact same questions that we trained on tonight. You're just plugging in what you sell to those. So do do you know the

formulas that we went through? Do you like >> Yes. >> You're going to plug in what you sell what they what they have now that they're trying to use to solve that problem. Okay. So with some of the gentlemen that have lead services, we ask them, do you like the leads you're getting now? So if you sell

real estate, you'd be asking them, do you like the home that you have now? >> Make sense? >> Yeah. >> Yeah. So just go back through those scripts and because I have the formulas there for Natalia, I train a lot of people in real estate as well. Uh I' I've taken realtors who made 50 grand a year and now they make 50 grand a month or more. uh that happens pretty regularly because re real estate you can make some some serious big commissions on some of those sales if you know how to get deeper in their emotions. Okay? Rather than just asking a few logical questions, you're going to learn how to ask deeper emotional questions. Okay? And that's a lot of what we went over

today. We'll go over a lot more of those next week as well in week five. I will tell you that. Okay? All right, guys. Uh we're about an hour and 47. If you have any more questions, just raise your hand real quick. if you don't uh let's see I've uh let's see Brian raised his hand but then took it away. So we're going to go and end the webinar tonight everybody. Thanks for being on. Uh just so you know your next live webinar will be let's see I believe it's let me look at my calendar. It's going to be next uh let me see it's going to be here next Wednesday at 900 p.m. Eastern. So that's going to be next Wednesday March 23rd. So, a little bit over from week now, March 23rd at 9:00 p.m. Eastern. Now, if those times ever change, we will email you the change of that date cuz sometimes, you know, things happen, we have to ch move around a date. Sometimes if it's a live training, like I said, all these trainings are archived, recorded. So, I

would say probably 75% of the people that are in the 8week academy go through the archives and recorded versions after the live versions. But, that's up to you guys. whatever you want to do. Uh, but the next one will be next Wednesday, 9:00 p.m. Eastern, the 23rd. If you can't make it, just get the recorded version. And if we have to for some reason change that day, we'll always let you know at least a couple days ahead of schedule. But more than likely, we pretty much stick to those dates. So, everybody have a great evening, day, morning, afternoon, or wherever you're at in the world. Uh, this webinar is a wrap. Thanks, everybody.