

All right, it's Jeremy Miner. Welcome to week seven. Week seven is feedback and diffusing objections. We're really going to cover how to help our potential customers actually resolve their own concerns rather than you trying to overcome their concerns yourself. It's a lot easier. Uh, and I just want to uh just quickly uh test the volume here. Uh, if you can hear me. Beth, are you on right now? Can you hear me? >> I I am. You sound loud and clear. >> All right, perfect. Okay, so let's go ahead and jump in. So, today, like I said, feedback and diffusing objections. Now, here's some things that we're actually going to cover today on the webinar. First, we are actually going to go over how to demonstrate how the specific advantages and benefits of what you sell, your solution, right, will actually solve your potential customers problems, okay? Uh that they told you they had from your skilled questions to help them along in the sales process. We talked a little bit

about that in week six, but we're going to go into more detail in week seven. Like I said, also you're going to discover how to diffuse every single objection by your skilled questions that you will ask that will allow your prospects to actually overcome their own concerns. Like I said, rather than you trying to overcome their concerns. Big difference. So, welcome to week seven. Now, real quickly, I want to remind everybody where we're at in the power of dialogue framework. We typically do these on these training calls just so you can kind of see what we've what we've actually covered kind of see where you're at in the process. So as you remember the first the first two weeks we went over the psychology having the mindset of the new model of selling a new way of thinking uh how selling has changed really the era that we live in today which many experts are calling the posttrust era. We talked about those things. Week three is where we really jumped into specific questions you would

ask. As you noticed here, we started with on week three, the first stage in the engagement process here, power of dialogue is the connecting stage. Okay? We learned about, you know, several questions that would put the focus on your prospects and take the focus off of you when you're communicating. We also learned about background questions. Okay. Uh week, that was week three. Now, week four, we went into what's called problem awareness questions, which help open the emotion door for your prospect to find out what their problems are, why they have those, and how it's actually affecting them, their emotional, their feelings. Week five, we focus solely on solution questions that involved your prospects and their ideas, which really I would say it it strengthens their mind, okay, about them actually changing their situation, actually doing something about it. Okay. Now, week six, we trained on we learned about consequence questions, which really get your prospects to kind of

question themselves like, hey, what are you going to do if nothing changes? you know, what are the consequences of them not doing anything about solving the problems they told you they've had? We also learned about qualifying questions and how important is it for them to actually change your situation. That way, you're not wasting your time and also wasting their time. We also went into a little bit of how to transition a transition question to transition into presenting your solution. So, that's what we're going to focus on a little bit today. then going into how to resolve concerns. So as you remember

at this point in the sales process, you are in a very strong position because of your unique ability of asking scope questions, being present and listening to your prospect's answers to be able to present your solution, present what you sell, okay? Your product or service. Now remember, in the new model of selling, presenting is only 10%. 10% of the new model. This is where you're

feeding back and matching to them what they told you they're actually looking for. You're basically going to put together all of their logical and emotional needs they told you to show your prospect you have a very firm understanding of what they actually want. Now, it'll actually look like this. I'm going to I broke down four things here. Number one, you're going to briefly summarize the main logical and emotional problems they told you they have. Number two, you're going to briefly explain what you do. Now, you want to be very specific. You don't want to talk about what you do for 10 minutes. Now, this is maybe a minute or two at the very most. You're going to keep this very tight, very specific. Number three, you're going to go over your solution with your features and benefits that will solve their problem from the answers they actually gave you. Okay? And number four, you're going to ask a qualifying question. Now, there's sometimes you might not have to ask a

qualifying question here. I will tell you when I was in my sales career, I would always ask a qualifying question here like 95% of the time. So, most of the time, you'll actually will. Now, let me give you the format for what this looks like. And like I said, you can write this down if you want. It will This is obviously recorded. Uh this will be recorded for you guys. You'll have the PDF scripts on this, so you can actually just take notes here. So, it's going to look something like this. And like I said, you're just going to plug in things here, but I'm just giving you the main formula. You're going to say, "John, you know how you told me." You're going to repeat back what they told you they wanted. So, you know how you told me, and then you repeat back what they told you they wanted. And then you're going to repeat back the logical problem they told you. Uh for instance, let's say if you sold life insurance, uh John, you know how you told me that you wanted

to have a better policy uh to protect, you know, you and your family in case something happens to you and right now you and you're going to repeat back a logical problem they told you, whatever that is. Okay, this is just off the top of my head. And because of that, it's making you feel. So, let me go over this again. You know how you told me. You're going to repeat back what they told you they wanted. Okay? It depends on your product or service that you sell or your industry you're in. And then you're going to repeat back the logical problem they told you. And because of that, it's making you feel. Now, here's where you're going to repeat back the emotions they told you they're having. Maybe they told you they're frustrated or they're sad or they're depressed or they're in over their head or they're distressed or they're stressed out or maybe they're worried or maybe they're concerned. When you ask those questions, especially when

you probe deeper in the conversations like I've trained you on, your potential customers are going to tell you their feelings a lot. So, be very prepared for that. And that's very powerful because when they tell

you their feelings, they become emotionally bonded to who? to you. And when your prospects are emotionally bonded to you, do you think they're going to choose you over your competitors, your other sales people trying to sell them the same thing you have, who are just there's no connection at all? They're just all logic. Okay? We all know that your customers base decision on emotion, not logic. Okay? They justify it with logic, but they always base the decision on how it makes them feel. Now, at this point, you're going to explain what you do. And it would look now you're going to keep this very tight and brief. Don't go off and go back into sales mode where you talk for 15 minutes about your products and services. Okay? You don't have to at this point. So you're going to briefly

explain what you do with this formula. Well, what we do is Okay, so you know how you told me and and because of that it's making you feel. Well, what we do is then you briefly explain what you do. After you do that, here's the next set of the formula. And what this means to you and now you would say and what this means to you if you're selling to like an individual or family, something like that. Now, if you're selling to a large corporation, you might tailor to your the corporation you're selling to and what this means to your company or even what this means to you. Then you're going to describe the advantages of the features of your product or service that meet their logical side of the problem, which will allow you. So that's the next part of the formula. Then you're going to describe the specific benefits of your product or service that meet their personal side or emotional side of their problem. Okay? So let me repeat that. when you're presenting your solution.

Well, what we do is and you're going to briefly tell them what you do and what this means to you. Briefly repeat the logical side of the problem which will allow you to then you're going to describe the specific benefits of what you sell that will meet their personal side or emotional side of that problem. Then you're going to ask a qualifying question. Okay, I've got the qualifying question here. Now, this this is the one I asked all the time. You can take this one to the bank. This is probably one of the most powerful qualifying questions you'll ever learn. And you ask, "John, does that feel as though it might be what you're looking for?" Does that feel as though it might be what you're looking for? I will tell you, if you've done your job right here, 95% of the time they're going to say, "Yeah, it is." And you're going to say, "Well, why though?" Now, why do we say why though? Okay, we want to ask the probing question. Why though? Like,

well, why? Why? You know, because when they tell you why, more importantly, who are they telling why they want your solution? Well, they're telling themselves, right? And when your prospective customers start to tell themselves why they feel what you are offering is what they're looking for. Do you think that is going to be more persuasive than you telling them that what you have is what they're looking for? I think by the training by the since you're on week seven here, you obviously know it's far more persuasive, highest form of persuasion when they persuade themselves. Now, let's discuss how to help your potential customers overcome their own concerns. Let's really dive into the psychology behind this. Okay. Now, first of all, we have to realize, now make sure you pay attention here that an objection

is only a concern your prospect has. It's not a rejection of you as a person. Now, most sales people do what? They just react to an objection. they just react to it,

right? At that point, many sales people just wing it rather than getting behind what the objection actually means. Okay? So, now is not the time. I see sales people do this all the time. They do good. They they go through, they ask good quality questions, they probe deeper and deeper, and then because they're brand new and they're learning how to do, you know, learning the new model of selling, when a customer brings out a concern, they just go right back into sales mode and and break the trust. Okay. So, it's not the time to go back into that selling mode and trying to persuade them with your logical facts on why your solution is good for them. Okay? Stay calm. Stay relaxed. Remember, it's like having a normal conversation with a friend or family member. It's time to use the same principles and methods you have already learned from the power of dialogue, the new model of selling. Now I will tell you if you have done your work correctly and you've gone deep into the conversation with your

prospect most if not all objections will be eliminated during the engagement stage of the process. Now sometimes you are going to get objections but you got to look at it as a concern. Look at it as you understanding that in the customer's shoes, what you're offering them is what? It's only a promise of a better future. So, put yourself in their shoes. Okay? Remember, first seek to understand, then be understood as the great Steven Cvy said. Okay? First seek to understand, then be understood. So, put yourself in their shoes. Understand that what you're offering is only a promise of a better future for them. Okay? They have to make that commitment before you deliver what you promised, right? They have to pay for it. So quite possibly their objection is nothing more than a request for more details, more information. It could also be that their objection may just be maybe a few simple changes that they maybe would like to see from what you're actually offering them. Okay? So

maybe the terms of what you're offering, such as and I, you know, I put some things down here. It could be maybe the price of your solution that they're offering that you're offering. Okay? Maybe they want to see a few changes in that or maybe it's the timing of your solution or maybe it's the followup or how they're going to be serviced or or maybe the quality of what you're offering. Maybe they want you to comm you know commit more time or maybe commit more of your company resources or personnel to their project. Okay, there could be different things that that occurs. Now, first of all, let's make sure that we understand the objection before moving into how to help them overcome it. So, that's the first thing. We have to really understand what's behind the what does the objection actually mean? Okay. Now, I will tell you, I've trained a lot of salespeople. The average salesperson will always typically think because they have heard every single objection in the book in

their industry that they know what it means when they hear that same objection. And typically they do what? They just give the canned response, right? Customer has a concerns like, "I've heard that one 600 times this month. I've got my little canned response. I just shoot it out of my mouth." Okay? That's what the average salesperson does. So if the customer says, let's say, it's too expensive. They've heard that

one before, right? They believe, no, they actually believe they know what that means because they've heard it thousands of times from different prospects, right? But my question is, do they really know what that means? Do they really know what it's too expensive means? Is that a clear objection? What does it mean? Does it mean it's too expensive to pay right now? Could that be what it means? Or does it mean it's too expensive compared to maybe certain competitors that you have? Maybe that's what it means. Or let's say, does it mean it's too

expensive to pay upfront and they need a payment plan? They just don't have the funding up front to do. They can pay in payments. Does it mean that? Or does it mean they just don't have any funding at all? They don't even have a budget for it. Okay, it could mean that. So, too expensive in relation to what? So, just that little concern, you could draw 12 different things from it. Okay. So, when you don't know what your prospect is talking about, your assumptions can lose you a ton of sales. Let me repeat that. When you do not know what your prospect's concern really is and what it means, more importantly, your assumptions can lose you a ton of sales. Now, let me give you an example of this. Let's say that you sell TVs. I just threw TVs in here. I'm training a couple people right now that sell like very high-end TVs to like franchises and and uh different businesses like bars, restaurants, that type of thing. So, here's what the average salesperson would do. Let me give you let me just

give you an example here. So, the prospect says, "Well, you know, Jeremy, these TVs are just too expensive for our company to buy in bulk for our franchises. I mean, we just too expensive." The average salesperson would say something, "Well, too expensive. I mean, they're really not expensive if you think about the added benefits they're going to bring to your customers and your restaurants." I mean, think about it. Your customers will like the picture quality compared to what you're using now. So much better. They will want to come to your restaurants, your chains, just to watch sports just because of the the picture quality of your TVs alone. Prospect then says, "Well, you know, I I just still believe this is just too much to pay for. We just we just can't do it." Well, you know, Mr. Jones, I mean, keep in mind, you get 24-hour customer service with their TV. So, if anything happens, we're available 24 hours a day. Then the salesperson keeps listing features and

benefits of his TVs. So, what happens here? Well, this conversation is really going to go nowhere. I can pretty much guarantee you. And another sale is lost because of the way the salesperson was communicating. So regardless of the features and benefits the salesperson talked about, this objection is still in the mind of the prospect. It's still there. The customer is literally thinking something like this. You know, I've told this guy twice now that I think it's too expensive and he's just not listening to me. So in the dialogue process, you have to give the full value to what your prospect says. What that means is you have to understand what your potential customer actually means by their objection. Now, would you actually know what the customer means when the customer hasn't clarified the meaning to you? Uh, I would say probably not unless you know how to read minds. You you just wouldn't. So, for the dialogue to work properly, you have to get rid of your assumptions that you

understand the objection. That's one reason you're losing a lot of sales right now because you assume you know what their objections actually mean and where they're coming from. When your prospect gives you an objection, they are basically telling you that it's a what? That it's a risk for them. That's what they're telling you, right? So, this should be a red flag in your mind. I mean, the flag should go off right here. One that you have to help them overcome if they're going to move forward and purchase from you. So, let's go beyond the objection. Write that down. Let's go beyond the objection. Let's go deeper. So, here's how the seven figure salesperson handles this same objection. And once again, let's say that you sell TVs. Prospect says the same thing. Jeremy, this is just this is just too expensive for our restaurants and change in our company. It's just it's just too much money for the TVs. Okay, I can appreciate that. Now, I'm curious.

Uh why do you say that or I'm curious how did you arrive at thinking that way? You see how you can do you can ask that question different ways? Well, I'm curious uh was there a reason why you said that or I'm curious uh how did you come to that way of thinking? So, there's different ways you can say that. So, let's just say well I'm curious why did you say that? Then the prospect tells you why he said it. Well, another company we're looking at for the same type of TV is actually 12% cheaper for the same product. So, when we're buying them in bulk, if we're buying, you know, a,000 TVs at a time, saving 12% is a big deal to us. So, do you see how that works? The salesperson now knows what the prospect means when they say it's too expensive. How does he or she know? He just asked. He said, 'I'm curious. Why did you say why? I'm curious um how do you mean by it's too expensive? Or I'm curious why do you say that? He just asked and the prospect

tells you. You have to go deeper to find out what the prospect means if you're going to help them overcome their concerns. Now, in other situations, it could mean something completely different. It could mean these things. I listed a few things here. It could mean that they just literally do not have the money for this right now. Like, their company's hurting. They just don't have the funding. That's what it could have meant. It could also mean that your quote would be too high because maybe they think that they have to add in employees to be able to repair and maintenance the TVs. If they don't like your warranty, it could mean that. Or let's say that maybe they said, "Well, once we hired someone to actually install the TVs," or something like that, it's just too much for what we've allocated for this. Okay? It could mean different things. So, when you ask, they're going to tell you. Now, can you see how each of these answers reveal a different reason for their

objection of this is too expensive? Do you see that different thing? So, you also have to make sure that you find out what's actually behind the concern as well, not just the meaning. We're going to talk about that. So, what's behind the concern, not just what they mean? So, we're going to go even deeper. So, you're finding out why they have the concern in the first place. So, what caused them to have the concern? Now, if you understand their objections, you are far better prepared to ask the right questions to help them overcome their own concerns. You're not out there winging it. Average salespeople wing it.

Professional salespeople that make up to 250,000 a year, half a million a year, over seven figures a year in their job, in their sales profession. They do not wing things. They have a complete grip and grasp on their objections and they know how to ask questions to get out the meaning and their concern behind that. So let's say for this example, this is

how this would look like. I'm just throwing out some examples. Let's say the prospect says, well, you know, this proposal is just too expensive for my company. Salesperson would say, I'm curious. Why do you say it's too expensive? Why do you say it's too expensive? prospect. Well, the most we could pay for this service is about 5,000 a month maximum. You're quoting me almost \$7,000 a month. Salesperson says, "Okay, well, can I ask you how you arrived at that monthly figure of a 5K a month budget?" Prospect: Well, that's actually what our CEO has allocated us to be able to spend on this type of service because of cutbacks in our department from the big merger. Okay. So, do you see how the salesperson now can see the picture far more clearly than before just by asking a few questions? The meaning of it's too expensive is the CEO has only allocated 5K a month because of cutbacks because the company has recently gone through a big merger. Now, with this extra

knowledge, the salesperson may be able to negotiate a different agreement on price, right? Perhaps by changing service options from the original offer or maybe by giving them a different type of service that matches the budget they actually have. But at least he has a clear picture of why they have the concern. Okay. Now, let's talk about this. So, you're basically helping I want to make sure that I really clarify this. You are basically helping your potential customer think through and help them overcome their concerns. You're getting them to think about it. So, you're requesting for clarification about their concerns so you understand it more clearly. Now, I'm going to give you more clarifying questions to help you understand this. Okay. Now, I've gone over clarifying questions. I believe maybe in I think week four or week five went over clarifying questions, but I'm going to give you some clarifying questions that you can use to draw out more of what

their concern means and what's behind it. You can ask questions like, "Well, how did you arrive at that? How did you arrive at that?" You're going to ask in that tone of voice, "How did you arrive at that?" Or, "Can you tell me more about that?" You want them to expand. Can you tell me more about that? Or what about this? Um, Mary, why do you feel that way? Mary, why do you feel that way? John, why do you say that? Alex, can you tell me uh can you tell me what you mean exactly by that? Jerry, when you say then you're going to feed back what they told you, what do you mean by that exactly? Alex, why did you ask me that? I'm just curious. or uh Harry, can I ask you where you got your information from? You see, it's just low-key questions. You're probing deeper. You're finding out more than any other salesperson has ever been able to find out from this particular prospect. This sets you completely apart from your competition. But, however, you never

never assume that you understand what they mean. Okay? So, one thing I want you to avoid like the plague and this is a traditional selling technique that I even used to do uh before I learned the new

model of selling gosh 10 years ago. It's the feel felt found uh feel felt found. I know how you feel. Others have felt the same way. This is what they found. Now, granted, you're going to get some sales using that, but I'm going to suggest you, you're going to lose a lot of sales as well because your prospects are used to that. Okay? Because this is basically answering the objection with a yes, but answer. Because I'm assuming you do not really know how they feel. You probably don't. And they know that. And I'm going to tell you, every salesperson handles objections in the same way. And many of your prospects have heard that sales line before. And if you use this, what could you potentially break with your prospect? What could you possibly lose? Well, you could possibly lose their

trust, right? And if you lose your trust with your potential customer, do you think they are going to move forward with your solution? More than likely, they're not. So, once you ask these professional, neutral, low-key questions, your prospect will answer you. Their answers provide the key for you knowing what to ask them next to help them overcome their concerns because you have acknowledged their concern and not tried to you, I hate to say this, but most sales people do it. They try to refute it. It's crazy to me. Your customer notices that you are completely different than any other salesperson they have literally ever dealt with before. You have shown an interest with their issue. They don't even look at you as a salesperson at this point. Most sales people do what? They just argue and try to posture, bully, being a bully, or try to sweep the objection under the rug, hoping and praying that the prospect will just magically somehow forget about their concern. Now, at this point, when your potential

customer looks at you as a salesperson who will listen to them and learn more about their concern, their concern, I will tell you, will start to minimize. You'll notice it. It'll start to minimize. It won't be that much of a concern because they trust you. So, their objection is still there maybe, but because of your listening skills and you staying focused on their world and being of service to them, helping them solve their problems instead of you focusing on closing them, they will treat you much differently. Why? Because dealing with you is far less risky. Why? because you're committed to understanding them and what they're actually looking for. Okay? Now, reacting, I will tell you, will not get you very far. It will not get you very far at all. Okay? Because 99% of sales people simply react to a prospect's objection. They just react. It's like they get slapped in the face and they start swinging. Okay? However, a reaction does not give you a plan to proceed to help your customer overcome

their concern. Reacting, like I said earlier, is just winging it. It's not going to make you a lot of money in selling. It just won't. You just be average. So, be prepared at all times, but most importantly, be calm and collective in your approach. Now, let's go over one critical fact in helping your customers overcome their own concerns. And that is to find out if it's just one concern or if there are multiple concerns, other concerns they have, right? Wouldn't that be important? You see, multiple concerns may be from other developments outside of communications with your prospect. Okay? Let's say that maybe their CEO has concerns or you know others in the organization, you know, maybe the spouse has concerns if you're selling to a family. Okay? Maybe the spouse isn't there, they have concerns. Now, both of these cases

leave you to deal with those factors that may have not been dealt with in your conversations with your individual prospect you're speaking to.

Okay? So, after you've found out from your questions what their concern is and learning what's behind it, you have to find out if there are other concerns that could possibly hold them back from doing business with you. All you need is the right question for this. And I'm going to give that to you right now. You see, the sevenigure salesperson, we call this the suppose question. Just write that down. It's called the suppose question. I know it sounds kind of cheesy, but it that's really what it is. It's a pose question. This is the question that you're going to use to find out what other concerns they have, if any. Now, it would look something like this. Like I said, you can write this down if you want. I would even suggest writing it down. It's going to be in your transcripts, but why not write it down? Okay, so this is the post question. Mary, let's suppose we were able to resolve that issue with you. Now, I know it's not resolved right now, but let's just pretend that we could for

a moment. Are there any other issues you might have that you would want to see resolved? Wow, that is a huge question. Very powerful. Okay, let me repeat myself. John, let's suppose we were able to resolve that issue with you. Now, I know it's not resolved right now, but let's just pretend that we could for a moment. Are there any other issues you might have that you'd want to see resolved? Could you imagine if a salesperson selling you something was calm, relaxed, and simply asked you that question when you had a concern, how you would react to them? Well, you would react the same way. You'd be a friendly back. You there's no sales pressure in that. You're there to honestly see if hey, I'm not I don't you know we're able to resolve that issue. Let's suppose that we could and I I know it's not resolved now. Let's just pretend we could. Are there any other issues you might have that you'd want to see resolved? That shows the prospect what

that you're there for who? That you're there for them, not yourself. Do you see the simplicity in the supposed question? They will either tell you their original concern they told you is the only concern. They're going to say, "Actually, no, this is my only concern." Or they're going to say, "Well, actually," and then they're going to list maybe another concern or two. Okay? So, let's break down the formula for this question for you. I'm going to break this down for you. The first part is let's suppose we were able to resolve that issue with you. So, let's just suppose for a second that we were able to resolve that issue with you. So, we're going to break this down line upon line. Now, this question is designed to get your customer to imagine you both resolving their concern. We Let's suppose we were able to resolve that. Notice I didn't say let's suppose I am able to resolve that issue with you. What do we put? Let's suppose we

meaning you and your prospect. Do you see that? Okay. Like I said, your words are very powerful that you use psychologically. We So, this question is designed to get your customer to imagine you both resolving their concern. It's a team effort. Hence the word with you and not for you. With you. We and with you make it about us resolving it together. It's both you and your customer coming up with

solutions to resolve their own concern. Now, the second part is I know it's not resolved right now, Mr. Jones, but let's just pretend that we could for a moment. Let's just pretend that we could. I know it's not resolved now. We're not We might not even be close, but let's just pretend that we could. This part of the question acknowledges that you respect what? That you respect them and their concerns. That's what it does. You're also letting them know that their first concern will be addressed. You're not trying to sweep it under the rug. And it also shows them that you are

present and listening inside the conversation. Now, let's look at the last part. Are there any, and I think I spelled there. Are there I spelled there wrong. Are there any other issues you might have that you would want to see resolved, Mr. Jones? Now, are there any other issues you might have that you'd want to see resolved, Andy? Now, [snorts] this question helps you and your prospect separate the first concern with any other concerns that they might have. Now, I want to make sure that you understand this, okay? This is very important. I try to tell you guys this on every single training. It's extremely important that you practice these questions that I'm giving you. rehearse them over and over and over again. It's like a great actor rehearses their lines for a movie, right? Do you think Brad Pitt or let's say George Clooney rehearses their lines over and over and over? You bet they do. That's why they're the best at what they do, their profession. It's the same in sales. You

have to rehearse these questions over and over and over until they become a part of who you are as a individual and person. You'll even start talking like this in your personal life. And I want you to notice how much better your personal relationships actually become at that point. You see, the more you rehearse these questions, the more they become ingrained in you, the more natural you will actually sound. You see that? So when you ask the supposed question in a calm, relaxed, conversational way, you help your prospect think through their concerns, your potential customer is now involved in the process. They are helping you understand and more importantly, they are arriving at a better understanding as well. They have come to understand that you are there for them. You've given value to their concerns. they are now prepared to work with you on overcoming those concerns. Now, I want to I want to bring out a couple of you real quick just to actually practice what we're talking about. This is the

part that I really love about training. Okay. Now, I'm going to bring out one or two of you. We are going to practice. Okay. Uh this question. Okay. So, I'm just going to bring any volunteers who wants to practice. Uh let's see. I've got uh I had a like several hands raised up here. I'm going to ask uh Oh jeez, there's a bunch of you here. Uh let me see. I'm going to make everybody mad. Uh Chris James, are you on? >> Yeah, I'm here. >> Okay, so let's practice with you and let's do this for a second. I'm going to play this back here and I'm going to go back up to that supposed question. Can you see that supposed question there? >> Yeah, I see it. >> All right, perfect. So, I'm going to have you role play with me. Okay. Now, uh it might not sound very natural right now because this is the first time I'm training uh you right on on this training, but I want you to practice first of all practice it on you. Then

I'm going to have you practice it on me. Okay. Now, real quickly, Chris, what industry are you in? >> Uh

network marketing. >> Okay. You're in network marketing. And what products or services does your network marketing company sell? a uh health and nutrition. >> Health and nutritional. >> Health and nutrition. Okay. So, in your industry, since you're in that type of industry, it's kind of like a recruiting industry, right? You're you're looking for people who want to make more money, maybe have more time with their family, right? >> So, let's say they have some concern. I don't know what it is. Let's say they have a concern about uh maybe they think you're a pyramid scheme or something. That's kind of a common concern for your industry, right? >> It is. So, uh, let's let's say this. So, so real quick. So, let me let me just role play on you, Chris. Okay. So, let's say I'm in your network marketing

business. You're my prospect. And I'm just I'm going to ask the supposed question. So, uh, Chris, let let's suppose that we were able to resolve that issue with you. Now, I know it's not resolved right now. We might not even be close, but let's just pretend that we could. Are there any other issues you might have that you would want to see resolved? >> Uh yeah, we could try that. I mean uh yeah. Yeah. >> Yeah. See how that works. So in that tonality, Chris is how we want to ask that question. Now if you said, well, you know, let's suppose we're able to resolve that issue with you. I know it's not resolved now. Let's just pretend we could. Are there any other issues you have? You got to slow down your voice. Okay. >> It's a normal conversation. Chris, let's suppose we were able to resolve that issue with you. Now, I know it's not resolved right now, but let's just pretend for a moment that we could. Are there any other issues you might have

that you would actually want to see resolved? You say it exactly in that tonality. You want to pause and start just like I did. Why do you want to pause there when you're asking those questions? >> Because you sound like a robot, right? >> Right. makes you sound more natural. >> Yeah. It's like a natural conversation. Like if you were talking with a friend, you're you're thinking about what you're going to ask. You're not just like have a can response, right? >> Exactly. >> So, I want you to practice this on me. And like I said, it's going to take you time to practice this, Chris. You know, you know, when I first got into selling, especially when I learned the new model of selling, I literally would I would like lock myself in my office and I would just practice and practice and practice and I' I'd practice on the hairdresser. I practice on this. It did not matter. I just practice on my mom, practiced on my, you know, my kids, just

everything. Okay. >> So, let's say that I have the concern and then you're going to say, let's suppose we're able to resolve that issue. So, go ahead and start that, Chris. >> Okay. >> Now, let's suppose we were able to resolve that issue with you. Um, now I know it's not resolved right now, but let's just pretend that we could for a moment. Are there any other issues you might have that you would want to see resolved? >> Okay, that's good. I like that. Good. So, Chris, let's suppose we were able to resolve that issue with you. Now, I know it's not resolved right now, but let's just pretend that we could for a moment. Are there any other issues you might have that you'd want to see resolved? So, Chris, what I want you to practice, that's a good that's good for your first time. I want you to practice your voice fluctuations. Okay, >> stop. Now, let's suppose we were able to resolve that issue with you. I know it's

not resolved right now, but let's just pretend that we could for a moment. You see how my voice fluctuates there, >> right? >> I want you to practice that. Okay, >> good stuff. Okay, thanks for coming out. Now, let's bring out another person here. I want I want to keep practicing this. Uh, let's see. I'm going to bring out I'm just going to pick somebody random here. Uh, do I have Russ McClean? Are you on? Russ McClean, are you on? All right, I'm not hearing Russ here, so let's mute him. Uh, let's see. Do I have Stephen Kennedy? Are you on? Actually, no. His voice is muted there. Uh, let's see. Uh, do I have Natalya? Are you on, Natalya? >> Natal. Natalya. >> Yes. >> All right. I want to role play with you. You ready? >> Yeah. >> All right. So, tell me again, what do you sell, Natalia? What industry are you in? >> Real estate. >> You're in real estate. Okay. So, you sell uh just sell What type of homes do

you sell? >> Actually, list homes. >> I'm having a hard time hearing you, Natalia. >> I list homes. >> Okay. You list homes? like what type of price range? >> Uh anywhere between 150 to 5 million. >> Okay. So, kind of a big price difference there. Okay. So, let's say that your customer has a concern, Natalya, about maybe um what would be some concerns that your potential customers would have? Like why would they not go with you compared to someone else? What would be maybe some of their concerns? Can you list maybe one or two? Um, well, something that they may not communicate is is trust. >> Well, I'm just saying what concerns would they may have? Would they be like, "Well, I'm going to go with this other realtor because of this." >> Well, because they live in the same community. >> Okay. So, maybe that's their concern. Something like that. >> Like in the same neighborhood. Yeah. >> Okay. So, let's maybe uh practice that.

So, I want you to practice on me. Do you see that question in front of you? Do you see it there? >> Yes. >> Okay. I'm ready when you are. >> Okay. Let's suppose we're able to solve that issue with you. Now, I know it's not resolved right now, but let's just pretend we could we could. And are there any other issues you might have that you you want to see resolved? >> Okay. that. Okay, you did really good, especially on that last part when you said, "Are there any other issues you might have that you'd want to see resolved?" That sounded very natural, Natalya. So, very good job. So, what I would suggest to you is you really practice your voice fluctuations. And like I said, this is the first time you've seen this question, so it's not something normal, right? You haven't been out asking suppose questions yet, so it's not going to sound as natural. But if you rehearse this and like say it like this, well Natalia, let's suppose

we were able to resolve that issue with you. Now, I know it's not resolved right now, but let's just pretend we could for a moment. Are there any other issues you might have that you'd want to see resolved? So, I want you to I want it to flow like that. Okay, Natalia. Now, if you practice this over and over and over, it will start to become very natural for you rather than sounding maybe a little bit scripted. Okay, that last part that you said there was very good. It sounded extremely natural, guys. And even if you pause and like stumble a little bit, that's natural. People when we talk sometimes we st we stall and you know and and mumble a little bit. Be natural. Be yourself. So, Natalia, thanks for coming out. I appreciate that. Okay, so let's go and dive back into the training now. Uh, well, hold on. Let me

mute you out, Natalia. Hold on. All right, there we are. All right, there we are. Here we go. Here we go. Okay, now let's get into some fun stuff here. Okay,

so let's also discuss and actually, okay, so I missed a couple. You know, I'm always bad with these slides, guys. I apologize. Sometimes I just kind of go off and I forget to move the slides. So my bad on that. So what I'm going to do is I'm going to go back to make sure you have the formula. So remember the formula. Okay. Uh let's suppose so let's suppose we were able to resolve that issue with you. Okay. Remember the formula. Now you're going to have the slide already. Uh so you can actually go back to that on the recording. So I'm going to leave this up here for a second so you guys are able to go back to that. And like I said, it'll be in your PDF transcripts as well. So, let's keep moving forward here. All right. Now, let's discuss how to handle demands. Okay. Now, this is important part and this is something that that I really had to learn by myself. I've never really had any training uh when I learned the new model of selling. This is something that I

added to the new model. Like something just never knew how to do. I just learned how to do it myself through trial and error actually. Okay. So, we're going to discuss how to handle demands that your prospect asks you that you literally cannot meet. You don't have the authority to change it. You just you can't do it. You you cannot go there. So, we don't want to be mean and aggressive. We want to stay neutral. Okay. So, number one, make sure to repeat back what your prospect wants. John, let me make sure I understand what you want. So, John, let me make sure I understand what you actually are looking for or want. Number two, make sure to include here their objection or interest. Now, John, give me a second while I put this into your perspective. Give me a second while I put this into your perspective. And number three, you're going to turn down their request by giving them an explanation. Now, John, I want you to know why that's further than I could actually go.

John, I want you to know why that's further than I could actually go. I apologize. You see how that works? I want you to know why that's further than I could actually go. The I want you to know statement is a very neutral way of saying what? Of saying no. It's a neutral way of saying no. So this languaging respects your prospect and gets them to think. Okay. So with dialogue, you and your prospect are both open to each other. Why? Because of the trust you've built with them by your skilled questions and your unique listening ability. They are not used to other salesperson acting with those traits. They have hardly ever seen that in their life. Your potential customer needs to know that you are also thinking about their concerns. So, your neutral explanation along with the few questions that I'm going to teach you can lead them to understanding and agreeing with you most of the time. Now, at this point, you want to ask them maybe one or two of these questions. So, going back. So, John, I want you to

know why that's further than I can go. However, I might have a possible solution to this. Would you like to go over that with me? Now, I might have a possible I would even use now. It's more of a better transition. Now, now, John, I might have a possible solution to this. Would you like to go over that with me? Or now, John, would you like to go over with me what I think might work for you? Would you like to

go over with me what I think might work for you? Do you see how that works? Okay, no pressure. You're just asking them, "John, well, I might have a possible solution to this. Would you like for me to go over that with you? Now, would you like to go over with me what I think might work for you, though, John? Do you think they're going to say, "No, no, I don't want you to go over that with me." They're going to say, "Well, yeah, of course. What do you have?" Because they have that trust. Okay? It's like your best friend. They're of course they're

going to say that. So, all you're doing is inviting your potential customer to work out their concern with you and both of you will find a solution. Now, remember, your potential customer wants a solution. Okay? From this question, you are both agreeing to come up with a way to get there. Now, you're going to briefly discuss their concern using questions from the engagement stage to uncover and explore solutions to their concerns. Okay? Now, your solution questions are very powerful to ask at this point. You can ask them this, Mary, how do you see yourself being able to resolve your concern? Mary, how do you see yourself being able to resolve your concern? That is a huge question. You're going to notice they'll be like, "Well, you know, if we shift it around here and we changed our budget over here, I think we could do this." They will come up with ways how they can resolve their concerns. You will be flabbergasted when you ask this question and they're like,

"Well, I think I could do this. I could do that. I could probably do this." They come up with concerns. Now, let me ask you this question. When your prospects come up with ways and tell you how they can resolve their concerns, do you think it's more powerful, more persuasive when they are telling you and them how they can resolve their concerns rather than you telling them how to resolve their concerns? I think you know the answer by now. Why? because they are emotionally involved with their problems at this point because of your skilled questions you've asked them. They are emotionally involved with solving their problems, right? Because they view you as what? They view you as an advisor or like we call it here in the new model, the trusted authority to help them do that. So why would they ever want to go with anyone else? They would. You will never have any competition. It doesn't matter if your price is 50% more. You will never see competition once you learn these skills. I when I was in

sales, I never had any competition. There'd be 10 other people uh you know trying to sell that person that I sold to and they they never brought them up. They were just there's no other competition. They don't go out there looking. So after you discuss their concerns, you can actually ask these questions to get them to resolve their concerns. So I put a little bit more there. You can also say, "Mary, let's suppose that it wasn't what you thought it was. Let's suppose that it wasn't what you thought it was. For example, you know, we had a gentleman that came out here tonight that's in network marketing. Let's say the prospect says, "Well, are you involved in, you know, I think this is a pyramid scheme." This would be a good question for him to use. Mary, let's suppose that it wasn't what you thought it was. And then you would go into the next stage. So, let's suppose that you wasn't what you thought it was. First of all, that's the first

thing. Suppose you could or you could say what if we could. Notice we what if we could or what if you could. Then you're going to plug in an alternative view to theirs such as this. And I just gave an example here. You know, I'm I'm training a lot of people now that uh sell health coaching or just kind of lifestyle coaching, different type of things. So, I'm just going to give you an example here. So, let's say you sell health coaching. Okay. Your potential customer's concern was that he tried weight loss programs in the past. So, he's tried other programs, but he didn't have success because he didn't feel like he had the support he needed. So, he never lost the weight he wanted. Okay. Now, you're talking to him again. He's skeptical. Right? Here's what you would say. Uh, now, Mr. Jones, I if you could get that support you said you needed and have a coach that would assist you weekly to make sure you actually succeeded in losing this weight that you told me about so

you can have a more active lifestyle. Would you feel comfortable with working me on helping you get to that point? Here's the important part of the question I bolded. Would you feel comfortable working with me on helping you get to that point? Would you feel comfortable working with me on helping you get to that point? What do you think he's going to say? More than likely, probably nine out of 10 times, they say, "Yeah, I would feel comfortable because no other salesperson has ever asked his opinion. They're just trying to pound their solution on his head, right? And telling them why you should do it." So, here are some other questions to ask at the end of your question to make sure they're on the same page and have overcome their concerns. So, this these are questions that I call like checking checking to see where they're at, like checking for agreement. a lot of people call checking for agreement questions. Okay, so these you want to ask a few of these uh these

are kind of smaller committing questions that you're leading them up to before you're really having them purchase your solution. You can ask this, Mary, would you be comfortable with that? John, how does that look so far to you? Alex, would that work for you? Terry, would that be appropriate? Uh Mr. Jones, would that help you? Now, is there anything else you'd like to address to me at this point? Now, this last question, is there anything else you'd like to address to me at this point? Is extremely important to ask after you've helped them resolve their concern. You never assume the first concern was their only concern. We talked about this earlier when we brought up the supposed question. This is another question you can ask. Uh if you don't use the supposed question, it's very similar to see if they have additional questions. You just have to ask. Okay, now let's go over how to respond to one of the most common concerns you will ever hear in sales. You guys all know what I'm talking

about. Okay, so we're going to end the training here the next 10 15 minutes talking about this. Then we're going to have some Q&A. So, one of the most common concerns is what? We can't afford it. We don't have the money. We don't have the budget for that. Or your price is too high. Let's just say biggest concerns. We just don't have the money. We can't afford it. How many of you ever heard of that? Raise your hands. Okay, everybody's raising their hands. Of course, we've all heard of that. Now, here is how this might look. Now, I'm going to keep it generic in this example, okay? You will just plug in your

industry and what you sell to tailor it, but you're going to use this formula to help them overcome they don't have the money concern. So, just tailor it to your industry. And this is the way the seven figure salesperson does. This is the new model. This is exactly the formula that I used uh when I help people overcome this concern to make over 2.4 million a year

at my sales job. It's exactly word for word. Take this to the bank. So the prospect says, you know, Jane, we like your product, but at this time we just don't have the money for it. We just can't afford it. Here's what the seven figure salesperson asked. I can appreciate that. Um, Jane, tell me, if you did have the money, would this be something that would work for you? Jane, tell me, if you did have the money, would this be something that would work for you? Now, I'm going to tell you, when you ask that question, because of the trust that they have for you, I mean, like 95% of the time, they're going to say, "Yeah, for sure." they're really going to say that. You will very rarely have somebody at this point say, "Nope, it's not what we're looking for. Don't like it." I mean, like extremely rare, less than 1%. Not even 1%. Half of 1%. I don't even know if I even half a percent. So, they're going to say, "Yeah, for sure it will."

Well, why do you feel like it would though? Why do you feel like it would though? Why would you ask them that question? Well, that's a probing deeper question, right? Well, not only are they going to tell you why they feel it's what they're looking for, but who more importantly are they telling, they're telling themselves why they feel like it's what they're looking for. And they're going to say that, "Well, we like this, we like that, but we just we don't have the money for it." Then you're going to ask, "Okay, well, I can appreciate that money might be an issue for you from what you told me. Tell me, Jane, how do you think you can resolve that where you can find the money to be able to then you're going to list the problems they told you they wanted to solve? See how that works? Okay. So, and I'm going to give you some examples here in a minute for that. But let me give you the formula again. Jane, tell me, if you did have the money,

would this be something that would work for you? Yeah, for sure it would. Well, why do you feel like it? I mean, why do you feel like it would, though? Why do you feel like it would, though? And you're not you want to sound kind of in that tone. You don't want to go too argumentative, but it's it's called a negative reverse. That's a negative reverse. You're saying, "Well, why do you feel like it would though?" Almost like questioning them. When you question people, what do they do? Well, I like it because of this, this, and this, right? But we just don't have the money for it. Okay. Well, I can appreciate that money might be an issue from you from what you told me earlier. Tell me how do you think you can resolve that where you can find the money to be able to then you're going to list the problems they told you they say they want solved. So let's just you know pull out an example uh you know the gentleman here that sold network marketing that

jumped on here. So I can appreciate that money might be an issue for you. How do you think you can resolve that where you can find the money to be able to have more time at home with your family if that's if that's the problems they said that they wanted to fix? You just plug it in. How do you think you

can resolve that where you can find the money uh to start your own business and be able to make more money from home? Let's say if that you're network marketing. Now, I'm going to give you many other examples here. I'm just kind of throwing that out. Now, many times when you ask them this question, like I said, because of the trust they have for you, a lot of the times, I would say at least half the time when you ask that, they will come up with ways they're going to tell you how they can get funds together. They'll say, "Well, you know, I could probably use my credit card, or you I could probably get a loan, or, you know, I could maybe refinance my house,

or you I could use my 401k. It's not really doing much, or I could get it out of my investments, or, you know, maybe I could convince my boss to take money from a different apartment to invest in in this uh in this in your solution." So, they'll come up with ways. They'll literally tell you how they can find ways to fund it. Now, if they say, "Well, you know, I just don't know how I could do So, let's say they him and haw. Okay, here's what you would ask. So, they can't come up with ways. They're just kind of him and hawing. They're like, "Yeah, I just I really want to do it. I just I just can't find the money." You would ask, "Okay, well, what other avenues do you have to find the funding?" Well, what other avenues do you have to find the funding? or what other avenues do you have to find the money to let's say if you sold franchises or network marketing or business opportunities you would plug in what

other avenues do you have to find the funding to start your own business see how that works let's say that you sell home security systems I'm training a lot of people in that industry right now what other avenues do you have to find the funding to protect your home and your family if you sold home security systems what other avenues do you have to find the funding to protect your home and family. Or let's say that you're selling rental properties or commercial properties. Uh John, I mean, what other avenues do you have to find the funding to purchase this rental property so you can get a greater return on your money if that's what they told you they're looking for? Let's say that you sold health coaching again or health supplements. Uh John, what other avenues do you have to find the funding to be able to get your health back for you and your family? That's if you sold supplements or health coaching. You see how you can plug in [clears throat] any industry? Okay. Now, here's some more

examples that I'm going to give to you. Uh let's say that you sold real estate. Okay, Jane. Well, what other avenues do you have to use as a down payment so you can get your family your dream home that you've always wanted if they told you they want to get a home as their dream home for their family? Now, you wouldn't just plug that in unless they told you that. You wouldn't just make something up because they're like, I never said that. So, if they said, you know, I really want to get my dream home. It's always been my dream to have my own home. So, Jane, what other But let's say they're having a problem coming up with a down payment. You know, they got to find 20%, they've only got 12%. They literally cannot get the house because they can't come up with that other 8% for a down payment. You would ask, well, what other avenues do you have to to find the funding to use as a down payment so that you can get your family, you know, your dream home that you've

always wanted? See how that works? Or what other avenues do you have to start getting a higher quality of lead so your sales people can make more sales for you? That's if you sell lead services or marketing. See how that works. Or what other avenues do you have to increase the financial protection for your wife and kids if something ever happened to you? If you sell life insurance, see how easy it is to plug in. Now if they still cannot come up with ways. So probably about half the people at that point are like well you know I could do it this way or I could do it that way because it helps them think about it a little bit more. Okay but if they still cannot come up with ways to find the funding themselves you can make suggestions at this point only at this point. This is like the very end you've exhausted every question you could. So, at the very end, now you're allowed to make suggestions on how other clients found the funds and then ask them if that would help them or work for their situation. You could ask,

this is only the last case scenario because you want them to come up with this on their own rather than you suggesting. But if they can't, then you can make some suggestions. Well, you know, John, a lot of our clients just use their credit card or get some type of loan to get the funding. Would that help you? Well, John, a lot of our clients just use funds from their 401k or investments to find the funding. Would that work for you? [snorts] Now, it depends on what you sell. Now, if you're selling to a company and you're selling a \$50 million deal, you're not going to say, "Well, a lot of our clients just use funds from their 401k." It'd be a little bit different. You would tailor it to what you sell. But if you're, let's say you're, you know, you're selling, um, heck, I don't know, let's say that you're selling, uh, I don't know, uh, lead services to an individual. Okay? Maybe you're a lead. I, you know, I get hit up by salespeople like literally

like every other hour trying to sell me something on Facebook. They'll message me and they'll be like, "Hey, I was on your training. I'm a, you know, I heard your webinar. I'm I'm a sale. I sell leads. You know, uh, we've got the best lead sources for this or that." It's like they don't even ask me if I want leads. They just go into their pitch, right? They just go into their solution. So, I I find it very fascinating. So, with somebody like that, if they, you know, if I had that concern, they could just say, "Well, a lot of our clients just, you know, to get better leads, get funds from their 401k or investments to to get that funding." Would that help you out? Would that work for you? Now, you will then ask four committing questions, closing questions that we will actually train on next week. You're going to learn those four closing questions next week to move them forward for them to purchase your solution. Now, real quickly, I want to go ahead. I want

to have a few of you come out and I want you to role play overcoming this concern. Okay, the we can't afford objection. Okay, so we're going to bring a couple of you out. Let me find you here. Who wants to volunteer? Anybody wants to volunteer? I'm just going to bring some people out. I'm going to I'm going to get some people uncomfortable here real quick. Uh let's see. Do I have uh Brian Saviano? Is that how you pronounce your name? Are you on? Brian Saviano, are you on? Brian Saviano, are you on? Okay, if he's on, he is not here. Let's see. Um all right. Uh let's see. What about uh Cordell Cook? Cordell Cook, are you on? Yes, somewhat. A >> lucky man. You are a lucky man. You get to role play. All right. Perfect.

Okay. Uh Okay. So, what uh tell me what you sell, Cordell? >> Digital marketing. >> Okay. So, you sell digital marketing. Okay. And when you say when you say digital marketing, can you be more specific on what that means so everybody

knows? Uh I provide uh various uh marketing strategies for companies trying to um attract business online. >> Okay. So you basically sell to companies, right? So not really individuals. >> Yeah. I sell to other businesses. Yeah. >> Okay. So business to business. So you provide marketing strategies to get their business online, right? To get them like a a a search engine presence. Is that what you're saying? Yeah, that may be one method or know social media or pay-per-click just depends on the business. >> So, just everything social media, pay-per-click, I'm just writing some of this down. Okay. Uh let me think on this for a second. Um Okay. Um [snorts and sighs] Okay. So, what when you get to when you get to the end, and I'm going to teach you actually how to, you know, commit them here in week eight. So, your closing percentages are going to quadruple. Okay. But when you get to the end, do you have some companies that just say, "Well, we can't afford it."

>> Uh, yep. >> What is your response to that objection? >> I don't really have one. and I just kind of move on. >> How is that how is that working out for you? >> Well, I mean that doesn't work out too well. I I just kind of thought I didn't want to waste my time trying to convince somebody if they didn't have the money. >> How do you know they don't have the money? >> You're right. I don't. >> Exactly. >> How do you know when they say we don't have the money for this? How do you know what they actually mean by that? Uh maybe they just didn't see it as a priority for them right now. >> Well, based on it could be other reasons, right? Maybe they don't have the budget to pay it up front and they need a payment plan. Maybe they uh can't pay for it now, but can pay for it in a month. Maybe they have to maybe they're just trying to get rid of you. I mean, there's so many different things, but

what we have to do is we have to do what? We have to ask. Right. >> Right. First of all, you'd ask, "Well, when you when you say, you know, it's too expensive, can you can you tell me what you mean by that?" Or, "Why do you feel like it is?" And then they tell you, right? So, that's the first question you've got to ask. Okay? >> So, remember, and you have that training today. So, now from this point on, >> you're going to know what to do, right? You're just going to be like, "Ask the question, clarifying question." You're probing deeper. They're going to give you the answer. Then you'll know where to go with that, what that actually means. Okay? So let me role play on you. Okay. Um now tell me again digital marketing. Uh so besides just getting them I want to go deeper with what you do because the logical thing is that you provide marketing strategies, search engine optimization, social media presence. That's logical.

>> But what how does it help them on the emotional side? Like what does that do for them having that? What does that do? >> Okay. Well, the the goal is to get them um create an automated system to get to drive more customers to their business. Um and we also help them to grow their online reputation. So >> that's still >> benefit to them. >> The benefit is the benefit is more customers and increased revenue.

>> Okay. So the increased revenue is the emotion, right? >> Yes. >> Because what does the increased revenue mean to them? It means that they can, you know, make payroll and they can provide more money for their family. >> Yeah. Cordell could mean that the difference between them paying for their daughter to go to college, right? So, this can get very emotional. Do you see that? If you go deep enough now, if you just stay on the logical stuff of what you do, how deep can you really go? You're not you're not going deep at all.

Do you see that? So, until we draw out their emotional side, more than likely they're not going to go with this. It's It's just going to selling would be a numbers game, right? Just hoping >> That's what I've been told. >> Yeah. I mean, do do you want selling to be a numbers game? >> Nope. >> Because if selling is a numbers game, then what does that mean for you? That you're going to have to work your ass off, right? >> Absolutely. when you're out there working your ass off calling leads all the time. I mean, >> it sucks. >> It's not very fun, right? I mean, do you wake up every morning like, man, I can't wait to go through all the numbers today and and get all these objections and reject it. That sounds really awesome. Okay, that becomes a lot of fun when you have quality conversations and instead of closing one out of 50 or one out of 20 or one out of 10, you start closing five out of 10 or seven out of 10. it

becomes a lot more profitable too, right? And the best part is you cut your working hours probably in half. So you quadruple your income. I've had sales people 10 times their literally go from like 80 grand a year to 800,000 a year selling the exact same thing because they learned how to not go through the numbers anymore. Okay. Okay. So So the emotional side is really the money issue. Like what is that money going to do for them? Okay. So, let's pretend, you know, because we haven't had a whole dialogue. We don't have time to go through a whole dialogue, but let's say in the conversation, Cordell, you told me that because of you not having a lead presence, you feel that you're losing sales and because your company is losing sales, you're on the verge of bankruptcy. Okay? So, your company's losing sales because they don't have the web presence, they don't have social media, they're getting killed by their competitors, it's driving your company

out of business, and you're concerned you're not going to be able to provide an income for your family. So, when you ask all those questions, problem awareness questions, solution questions, and probe deepra, they're going to tell you those things. You're going to have notes on that. Okay? So, let's say we come to the end. I ask my committing or closing questions, which I'm going to teach you next week, and you say, "Jeremy, we just don't have the money for this." Okay. >> So, okay, >> just say that for a second. >> Jeremy, uh, we just don't have the money for this. >> Okay. Um, Cordell, te tell me this. If you did have the money, would this be something that would work for you? Um well well possibly. >> Well what why do you feel like it possibly would though? >> Um because it would if what you're saying is true I guess I would be able to um get more customers in the door and be able to increase my my revenue. Um I can okay

>> pay off some of this debt that's hurting me and uh put some money aside. >> Okay. Why why is that

important to you now though? Well, it's important because, you know, I got in business to make a living for my my family and um I I really am committed to making my my business strong and >> Okay. >> and and worthwhile. So, >> well, and I and I can appreciate that money might be an issue from what you told me earlier. I mean, how how do you think you can resolve that where you can find the money uh to be able to, you know, have a web presence so your company can actually make more money for you and your family? Um I I mean I guess there's >> okay >> other options with loans. >> Okay. Well, when you say loans, what do you mean by loans? >> Oh, maybe I can see if I have a line of credit or that I can tap into for my business. >> What if you can't get the line of credit? I mean, what what other avenues would you have to find the funding?

Um, probably go to one of my a family member and see if I can borrow borrow borrow the money possibly. >> But why would your family loan you money for your business though? >> Uh, because they want to they want to see me succeed. I just I try to avoid involving family, but if it's if it's something that can help the family. >> What are you going to do though if they don't want to loan you money for your business? Well, if I can't get it from family and I and I can't get a loan, >> um I may have to maybe find a cheaper way or try to do it myself or get an employee to do it. >> I see. Okay. So, we'll stop the role play there because we're going to keep going on and on. But do you see how I probe deeper there? Now, when you said, uh, you know, I could go out and get a loan, what did I do? I said, well, if you can't get the loan, what other avenues do you have? Why would I want to ask them? Why would I want to ask somebody that?

>> Uh to open up their mind that there probably other options that they can uh >> Yes. >> that they can use. >> Exactly. Because let's say they go out and get the loan tomorrow and they get denied, they're like, "I can't get the funds." But if they come up with three or four other options, do you think that's more persuasive for them to go out and find the funding than just one option? >> Yeah. Yeah. >> About the family, right? So I said, "Why would your family loan you money to start a business?" >> So I question that to get you to basically tell yourself why your family would loan you money. You see how that works? >> Becomes more strong in your mind. Well, they're going to loan me money because of this, this, and this. So now you're more likely to go out and ask them. See how that works? And then what did I do? I went even deeper. I said, "Well, let's pretend your family doesn't want to loan

you funding for your business. What other avenues do you have at that point? >> Right. >> Right. >> Because the likelihood of your f a family member doing that might not be very likely. Right. Maybe 10 20%. So we have to get them to come up with other options. Now if you can't come up with other options, that's when we would suggest something. Well, you know, other clients, if I could make some suggestions, here's what they did. Would that work for you? Only at that point would we bring out suggestions. Do you see how that works? >> Yeah. >> Now, I want you to role play on me. You ready? Oh man. [laughter] >> Don't worry about it, dude. You got to practice, rehearse, rehearse, rehearse. Okay, so do you have um and let me get this up here for you so you can actually see it. Okay, that would

probably help you. Um, see it? See it there? Salesperson. Salesperson. Salesperson. >> Uhhuh. >> Okay. So, just be natural with this. Okay. Like I said, you say this a

hundred times, it's going to sound a lot more natural. I mean, it literally will become who you are as a person. Okay. So, be so ingrained. Okay. >> Okay. >> Well, you know, Cordell, we know, I really like especially your social media stuff, but you know, times are hard right now in our company. I just we just I we just can't afford this right now. Well, uh, Jeremy, I can certainly, um, understand what you're saying. But, um, if you tell me, if you did have the money, would this be something that that would work for you? >> Yeah. I mean, I think it would. I really like it. I just don't have the money. >> Well, um, if you since you like it and you feel it would work, you know, why do you feel like that? Why do you feel it would, though? Well, um, well, you know, I know we are, we need a Facebook presence for sure because our competitors are all killing us on Facebook. They're probably getting half their leads from Facebook. We're getting

zero. We have a basic Facebook thing. We don't have to place an ad. So, that's one big thing I like about it for sure. >> We just don't have money. >> Well, it's pretty much just the social media aspect. I mean, that's really why I'd want to do something. I just wish I had the money for it. >> Okay. Well, I can uh Jeremy, I can appreciate what you're sharing with me about the money and how that might be an issue for you, but um how do you think you can resolve that where you can find the money to be able to uh increase your Facebook reach and your status on Facebook and kind of take back hold of what your competition is doing >> so you can make more money. Okay. So, go to the emotional side. Yeah. See how that works? Okay. >> You don't want to just say logical. You want to end with emotion. >> Okay. So, >> well, I could, you know, maybe I could do this. Maybe I could do that. I'm I'm

just I'm not really quite sure. >> Then you're going to ask >> some >> Well, I might know. I just I really don't know. I just really don't think I have the money for it. >> Well, what other avenues do you have to find possibly find the funding for it? Well, I could. Okay, so let's end the role play. So, I'm going to go back. Good job on your first time. Actually, it was really good, Cordell. Okay. What I would suggest you is practice your voice fluctuations to make it more natural. Now, this is the first time you saw this. So, of course, you know, I've been using these questions for 10 years. So, it's like it, you know, my wife could hit me on the head in the middle of the night and I could and she could say, "Tell me, you know, how to resolve price objections." And I could list off these questions like off the top of my head. It's like riding a bike. You will get to that point as well. If

you rehearse over and over and over and use them, okay? So, you want to say, well, >> and you want to stick to the words I use because here's what I notice sometimes, not all the times, but some sales people, I'll have these exact words and they'll say like half of them and put in their own words. And I'm like, why are you doing that? Well, I got to be who I am. I'm like, there's a reason why those words are there. They are psychologically very persuasive. You should ask word for word. That's why you

almost memorize these questions. Okay? So that you don't want to say, "Well, I just wanted to sound more like me." Well, the way you've sounded has gotten you where you're at in sales. Okay? So, you want to do it word for word. Okay? There is a reason why those words are there. Very, very persuasive. Okay? So Chris, tell me, if you did have the money, would this be something that would work for you? Yeah, for sure it would. Well, why do you feel like it

would though? Why do you feel like it would though? See how I said that almost not really in an argumentative way, but just kind of question them. Well, why do you feel like it would? >> Why do you feel like it would? See how I said that? >> And they're going to say, well, because of this, because of that. We just don't. Well, okay. Well, I can appreciate that money might be an issue for you. Tell me how do you think you can resolve that where you can find funding too and then list the problem. See how that works. >> They say, "Well, I don't know." Okay. Well, what other avenues do you have to find funding? >> Okay. All right. Good job. Good job. Hey, you did a really good job, Cordell. Hold on one second. >> Especially for your first time, bro. Seriously, good job. Okay. Now, let's go into this. Okay. All right. Okay. All right. So, let's cover what we're going to learn. That is the conclusion of week seven. Week seven is very

powerful. Now, I would suggest to you, even if you listen to this live, that you listen to this training uh at least one time in the next few days. Okay? It's going to take you a while to soak this in. If you want to get up to 250,000 a year in income in sales, if you want to make 500,000 a year in your industry as a salesperson, if you want to make over seven figures a year as a salesperson, what do you think you're going to have to do to make that income? You're going to have to do a couple things. You're going to have to learn the skills necessary, the sales skills, which I'm teaching you. You have to learn those. You have to rehearse those. You have to practice those over and over and over. And number two, you just have to go out and actually use them. Now, what I typically see as sales people, you'll start using some things here and there. You'll be like, "Wow, that really works." Like, they responded so good to me, but then you're like, "Crap. Uh, I

forgot what to do next. I forgot what to question to ask next." That's going to take some time to master. Okay. I didn't learn how to become a multi- uh seven figure earner at my sales job in you know 37 days. Okay. It took me actually years to get that about three or four years to get to that level. Now uh I learned how to make 500,000 700,000 within the first year for sure. But I kept learning kept growing. It's going to take some time. As long as you're dedicated to that time and putting in that time, you can actually get there. Because guess what? A year from now, two years from now, if you still keep using how you've always sold in the past, what type of financial results you're probably still going to be getting? Probably the same ones you are have been getting before you started this training. Okay? So, really implement the training. It will do complete wonders for you in your sales profession. Now, here's what we're going to learn in week

eight. Week eight is a huge week. Okay? So, number one, you are going to learn how to commit your

prospects to take the next step so you can move them forward in the sales process, the buying process. And you're going to learn how to create urgency for them to buy now and not later. Now, you're going to learn how to create urgency though without being what? Without being pushy and aggressive. Because when you're pushing aggressive, what do your prospects do? Well, they get defensive and they push back, right? And you lose the sale. Number two, you're going to discover four very powerful committing questions uh that you can use that if you use them properly, like I said, it's going to elevate you to that 250, 500K, even a million per year in income in your industry. And number three, I've lost here. Well, I didn't put it on here. Number three, you're going to learn how to eliminate the words you're using now. Okay? And you might not even realize some of the words you're using

now that actually trigger sales pressure from your potential customers. Once you learn those words, you're going to eliminate those words with neutral language that I'm going to teach you. Okay. So, let's open up the lines for questions. Uh, let's see who has questions today. I want you to raise your hands if you have some questions here. And I know literally 85 90% of you listen to the recordings, which I'm totally cool with. I possibly would, too. So, we don't probably have 10% of our members on here, if that, uh, on this with this group that are actually on this live one. But, let's just go and pull some people out. Some of you got your raised hands. Chris James, what questions do you have for me tonight? Chris James. Do I have a Chris James? Okay, Chris is not on right now, I guess. Okay. Uh, let's see. Brian, I want to bring him out, but he does not have a mic. Uh, let's bring out Lee. Lee, are you there? Lee Lemieux, I can hear your Skype. Are you there?

I guess he can't hear me. Holy cow. Hold on. Lea Mule, are you on? Going once, going twice. Okay. Uh, let's see here. [snorts] All right. Uh, Natalia, I brought you out here. I'm curious. What did you learn from the training tonight? Uh some I mean really good questions to diffuse objections. Um >> yes. >> Then uh how would you handle objections regarding like commissions? >> What do you mean commissions? >> Um like for example if a client says oh you the commission's too much or I don't want to pay that you know whatever the commission may be. >> Okay. Well, well, we talked about that today. So, you would ask them what they mean by that. So, first you need to ask them what they mean by that, right? >> Right. >> You really know what they mean when they say, "Well, I don't want to pay you that much in commissions." You know why? You say, "Well, why do you feel that way?" Right? So, you want to find out what the

concern is. Okay? And then you want to use the formula that we actually talked about. Now, I'm not going to go into it tonight because we could be on here another 15 minutes just with your question. But all you're going to do is use those simple formulas that I picked out for you today. And just first of all, you're going to get behind the concern. Well, when you say the commissions are too high, can you tell me what you mean by that? Or why do you say that? Well, because of this, because of that. Okay. Well, I'm curious. How did you arrive at thinking that way? So, you want to probe deeper and then you're going to use those formulas to ask them those questions to help them overcome it. That make

sense? >> Well, I don't like I don't see how it would apply to my industry because like for example, most of the time I'll say, well, because real estate agents don't do as much or >> Okay. Can I make a suggestion for you in Italian? >> Can I make a suggestion to you?

>> Sure. You have taken them through the proper dialogue process with everything I've taught you and asked them those problem awareness questions, solution questions, consequence questions. I will tell you 95% of your people will never ever have any concerns about paying you anything. They would probably pay you more because of why? Because they trust you and because they feel like you're there for them and not just trying to sell them something. I will tell you when you use traditional selling techniques and they feel sales pressure from you, that's typically why people would actually say that to somebody in your industry. Just so you know. >> Y sounds good. >> Good with that. Okay. So, I will tell you this what I just went over today does apply to even that concern if you even get it on top of that. But I will tell you if you've done if you taken them through with those questions really listening to them being present you will really never hardly ever have anybody

ever ask you that question. I will tell you that. Okay. Um if they do you got to get behind the concern. So everything we trained on is actually for your industry. Let me make sure you guys understand this. Everything 100%. Because I tell you I've trained tons of people in your industry. I've trained tons of realtors that went from making 50 grand a year to 350 or 400 grand a year selling the exact same thing that you're selling right now. Just so you know. Okay? So, everything I'm teaching you applies to your industry. You just have to plug it into the formula. Okay? And sometimes we, you know, I can't do an hour training just on real estate and I can't do an hour training just on leads or an hour training on financial services or whatever you sell. I'm just giving you the formulas and you're plugging that in. So, it's going to require a little bit of work on your part, Natalia, to take the training and plug in questions around that concern because the questions that I gave you

are generic questions on here. You just plug in the problems. Okay. >> Okay. >> You with me? All right. Good. You'll get it. You'll get it. I've trained tons of realtors. Uh, tons of realtors. Okay. All right. All right, I'm going to bring a few more out of here. Uh, do we have Payton? Payton, are you on? >> What's up, Jeremy? >> Hey, Payton, what do you sell? What industry are you in? >> Online business coaching. >> You're an Okay, so you're like a business coach. That's a pretty popular industry right now. Uh, that's an industry I came from as well. I made a couple actually about 2.5 almost \$3 million a year in that industry as a just a business coach. Okay. Um, let's see now. What were your thoughts on the training? What did you get from the training tonight? >> Natalia hit it. Those are really good questions. >> I love those formulas. >> Just Yeah, it's just it's just all fire content.

>> Yep. You're just plugging it in. Now, what questions do you have? Any questions you have tonight? Um, I'm curious when you were in this industry, were you like have your own business? >> No. No. I just worked for a company. I was a salesman for a company [snorts] and I sold uh products that were anywhere from \$2,000 upfront all the way up to about 30,000 upfront. Business coaching

packages. >> Awesome. >> I just sold a lot of them, which you can as well. What what uh what uh size of your products are you do you what products do you sell? Like what what uh like uh how much do they cost? I guess Payton. >> Yeah, that I mean that price range that you touched on is pretty much the same. >> Yeah. So the training once you get this down, uh how many typically of those let's say \$30,000 packages do you sell every month? >> Well, I've never sold one that big. >> Okay. Are you open to learning how? >> Absolutely. Okay. Because I will tell

you, uh, when I was in my sales career, I probably sold 15 to 20 of those a week. >> Wow. >> Yeah. Well, that's how you make two to 300,000 a month, right? >> What was what was your commission on those? >> Uh, usually about 20 to 25% of that. >> Yeah. Awesome. >> Yeah. and and realize I always got paid more uh because I mean the the second person behind me in my in the complete industry didn't even make half what I did, right? So when you're selling more than double of the next best person in your entire industry that there's hundreds of thousands of those type of salespeople, you can pretty much get paid whatever you want, Payton. So that's what I'm going to teach you how to do. Just plug into the training. Keep going through the training, my friend. Okay? rehearse over and over. >> Thanks, Jeremy. >> All right, guys. We're at an hour and a half. I know some of you got more questions. We'll probably do we'll do a

lot more question and answer uh next week. And uh at that point, we're we're going to go over some uh other things that we offer here as well as far as weekly weekly training as well. Uh if you feel like what we're doing here is helping you in your sales process, you want to keep learning more. Okay, so week 8, be ready. It's going to be next Tuesday night at 900 p.m. Eastern. So, next Tuesday is uh the 12th. The 12th is next Tuesday. It's going to be at 900 p.m. Eastern. Like I said, you're welcome to get on the live one. Now, I know a lot of groups come in every week and they plug into the live one. So, if this is your first web or first training you've been on, which is week seven, and you've not gone through week one through six, this is not going to make as much sense to you. It's going to make some sense, but you got to go back through, go week one, week two, week three, week four, week five, week six, then week seven is going to make a lot more sense

to you. So, if you've not gone through week one through six and you've been on this live one, make sure you go back through the recorded ones and really go through those. All right, this webinar is a wrap. I want everybody to have a good evening, uh, good morning, or middle of the afternoon, whatever country that you actually live in. We have clients pretty much everywhere at this point. All right, everybody. Webinar is a wrap. Thanks for being on. I appreciate it, guys.