

The broadcast is now starting. All attendees are in listenonly mode. All right. All right. Jeremy Miner on here. Let's make sure that before I get started here in week 2's training that you guys can all hear me uh by the raise of hands, just real quick, just uh ping me here in the message center if you can hear me or not. just paying me real quick. Okay, I think that is a go. Hold on one second. Let me make sure I've got everything ready for you guys. Okay, hold on. All right, I've got my uh personal assistant on here, Beth. Beth, just uh ping me real quick or or message me if you can hear me if my audio is working good before I get started. Yep, you're all set. Screen looks great. >> All right, perfect. So, we've got good volume here. Let's go and get started. Okay, so welcome to week two. Today, we are actually going to we're going to go over what's called the five principles of 7igure selling. This is really more of the psychology behind having the proper mindset to learning

and understanding the new model of selling. Now, last week, if you remember, if you were on last week's training, you remember that we went over some key issues. We went over how selling has completely changed. We went over how we're now selling what's been called by the experts, the post-trust era, and really what that means to us as salespeople and communicators. Last week, we also went over the three main communications of selling. We talked about the most persuasive form of selling which is dialogue. And then we showed the difference between the old model of selling compared to the new model of selling in our time. So today we're actually going to cover we're going to go into more details of the five principles of the new model of selling. Now some of you uh we do have a product out there that is the five principles of the new model. Some of you have probably already viewed that. Some of you have not. But even if you have already viewed that, I am going to go through a lot of that today on week

number two just so I can explain it into further detail so you have the right understanding because without the right understanding of the principles of the new model, it's not going to be as effective once I start teaching you the exact questions to ask, which will be starting in week three's training, which is next week for most of you. So, next week is the big week. Week 3 through 8. We really get into the specifics of the new model. What questions to ask, when to ask those, and why you're asking them. Today, we will finish up the five principles. We will also go over something that's very important. This is you're going to learn the six biggest sales myths in selling today. Period. And really how to avoid those like the plague. uh if you really want to get up to that 250 or half a million range or even over a million a year in in your sales job or business, you have to avoid these like the plague and by the end you're going to have the mindset of a sevenf figureure salesperson. So let's

go ahead and hop right into the webinar. So a couple questions I want to ask each of you and I'm going to just have you answer these questions in your own mind. But real quickly, if you really thought about it, why why are you a salesperson? So, why are you in sales? What is the purpose of your sales business? I'm going to give you a few seconds to think about that. Why are you in sales? Think about that for a second. Now, a lot of times when I train salespeople at events or if I'm training them one-on-one or or on

webinars, typically these are the answers I get back. 95% of the sales people will say, "Well, I'm here to, you know, I'm in sales to make more money or I'm here in sales to have more flexibility so I can have a better schedule for my family." Something to do with them, right? And I'm assuming that most of you answered that same way. But if you did answer this way, I want you to ask yourself this very important question. on whom was your answer more

focused on you or your potential customer? Well, it was of course focused on you, right? So, your answers were pretty much focused on what you want, your own agenda. But we have to remember that you're not in business for you. You're only in business for other people, your prospects. Right? So principle number one of the new model of selling, write this down, is finding. So finding and helping other people solve their problems. Both of those finding and helping. I want you to ask yourself if your business, if your products, your services, whatever you sell, if they cannot help your prospects solve their problems, why on earth would they even do business with you? So my question is, if you thought about it, do your potential clients, do your prospects in your industries that you each are in, we have salespeople in all industries on this webinar. Do they have problems? If they do, I want you to name a few of those problems in your mind. Just name a few problems that your prospects have.

Okay? Now, obviously, every one of you probably just named some problems. So, do your products or services you sell help solve those problems? Yes or no? Well, you're probably going to say yes, of course. Now, remember, as sales professionals, you are in fact a problem finder and you're a problem solver. You're both because it's not enough in the post-trust era that we live in today just to be good at solving problems. You must now be even better at finding those problems. problem finding, meaning you have to uncover challenges that your prospects might know that you might not know they even have. And without you helping them uncover their own problems, it's really impossible for you to be a problem solver. Okay? So, we've always been told that great salespeople are excellent, right? They're awesome at problem solving. Okay? They access their customers needs. They deliver their solution. And this ability to solve your prospect's problems, it does matter to your success. I will tell

you. But today, when there's so much information out there, when information is abundant and accessible rather than hard to find, problem solving really matters a lot less. Because after all, if your prospect knows precisely what their problem is, if they already know what their problems are, maybe they're wanting to buy a new computer or take a 5 or 10 day cruise, they can really find that information to make a decision without you. Right? You see, the services that you offer as a salesperson are far more valuable when your prospects are mistaken or when they're confused about really what their true problems are. And in those situations, the ability to persuade others, it really hinges less on problem solving than on problem finding. Now remember, you might have heard me in some other training. A short time ago, buyers faced several challenges in solving their problems on their own. But they had to rely on you, the salesperson, to overcome those because the salesperson had access to

information the buyer did not have access to. But today in our time with the power of the internet with

social media that information is at their fingertips and this technology has really reshaped the entire sales process that we live in today. You know a lot of experts call it the new world of selling because the just trust me line you know when people say just trust me it's really no longer relevant in our time. And if you want to be in that top 1% field you really have to be excellent at problem finding. Okay. So, being a problem finder, I will suggest to you, it's one of the biggest areas that separate a salesperson who's just getting average results to a salesperson who makes \$250,000 a year or a salesperson who makes \$500,000 a year or a salesperson who makes over a million dollars a year. Problem finding is one of the biggest things that separates that. So you have to learn how to spend your waking hours looking for problems because when you have problems, when they have

problems, that's the opportunity for you and your potential customer. Now, I will tell you your anxiety about calling your prospects, cold calling, all of that will be completely eliminated once you master these principles. Then that telephone at the end of your desk if you call leads, you know the one you walk in there early in the morning and you know you start to pick it up and it feels like a,000 lbs like a ton of concrete. Once you understand these principles and then you learn what I'm going to teach you over the next what 6 weeks that phone will literally jump into your hand, float in your hand because you will be excited that you're having quality conversations every single day. Now one other thing remember that you always have to let go of your outcome. Okay. So one of my mentors told me this very clearly when I first got trained about 10 years ago and he said you have to let go of your outcome and your income is always going to increase. And I would suggest you write down write that write

that down actually. Now this is going to require you to do some things that very few salespeople know how to do. The first thing is you're going to have to learn how to detach yourself from the expectations of making the sale. You've got to detach yourself and instead focus on whether there's a sale to be made in the first place. And I want you to really feel the difference in thinking that way, having that mindset. Because when you detach yourself from the outcome of making the sale, you step back, you will automatically become more open to your prospect. You become more open to feeling them and understanding and hearing what their problems are to see if you can help them. Now, this will enable you to become more creative in your mind on how to solve their problems. And this is the first step for them starting to view you as instead of a salesperson trying to sell them something, they start to view you as the authority, the trusted authority. Now, when you have the mindset of a sevenfigure salesperson,

the focus is off of you and your agenda of wanting to make the sale. Think about that for a second. The focus is squarely and completely on your potential customer. Because after all, who does your potential customer care the most about? Who do they care the most about really? Do they care about you and your own agenda of you wanting to make a sale? or do you think they care more about themselves and what they're looking for? Now, don't get me wrong here. While you do have an agenda, you're there to make a sale, you need to treat that kind of conditionally at this point. Meaning, once you know what

their problems are and why they have those, then you can bring up your solution on how your solution will solve those problems. And remember, when you focus on yourself, this is very key. You're always going to increase your anxiety because you're in like proof mode. You have to prove it to them. But worse than that, you increase your prospect's anxiety when you focus on

you. But when you focus on them and their world, you will always decrease your anxiety because the focus is off of you. And more importantly, you decrease their anxiety that they might be feeling. It's a win-win for both of you. Now the core of becoming a seven figure salesperson or a multiple six figure a high six figure is the engagement process. Now your key agenda is having a very skilled conversation that your prospect and you will come to a logical conclusion at the end of that conversation. And that is number one do my prospect does my prospect do they have a problem with their present situation? you're going to come to this or does my prospect have a problem with their present situation and do they really have a desire to change it or not? Now, how do you find out what these problems are? Well, you're going to ask skilled questions. Okay, you're going to ask skilled questions which we're going to start learning next week in week three. Very skilled questions. Second,

you have to listen for the answers, but more importantly than just listening, listen to what those answers actually mean. There's a difference in that. We're going to train on that today. You're going to ask more questions. I call these clarifying questions and probing questions that allow you to go deeper in that conversation. Now, you will then discuss three main areas of their situation. You're going to look at their past history. I call that their, you know, their uh well, just call it their past or their history. You're also going to more importantly listening at their present situation, like what's going on for them right now. And then when we get to another stage, we're going to focus on their future. Now, when you have found out what their problem is and what's caused that, you were then you're then able to be in a position as the authority, the trusted authority to offer your solution on how you can change their situation. So, I want you to imagine just paying attention to why

you're there, your purpose, and more importantly, pay attention to putting your own agenda of making the sale, you know, making the sale. just kind of put that to the side, step back and focus on their world. Always very important. Now, let's talk about the second principle of being a seven figure salesperson. Now, this is key. This will take us a little while to get through. This is asking the right types of questions at the right time in the conversation, which like I said, we're going to learn this week, week three through eight. Now I will tell you the true essence of selling contrary to what you might have been taught in your job or you know maybe you've read in traditional sales books or read from the old gurus or been to conferences that taught that is it's not about convincing your prospects. It's not about persuading them, manipulating them or pushing them into doing something that you want them to do. Okay? That's what average sales people do. I'm just going to tell you

that right now. Average sales people do that. So when you start off by telling people about you, your company, you know, you do your pitch, your products, your solutions, if you do that too early, you're

more than likely going to cause sales resistance from your prospect and then what normally happens most of the time, well, you know, you're experiencing it right now. Possibly they throw out objections. Well, your product doesn't do this or it's too expensive or I read a view a review online that's negative about your company or what about this or what about that. You know what I mean? So, when you use those techniques from traditional selling, they actually trigger the sales pressure and resistance which leads to them throwing out objections and rejecting you. Then you have to learn more techniques to overcome that. And this never really made any sense to me. Like when I started to learn how to sell, I'm like, "That doesn't make any sense." When you use those techniques which

cause your prospects to throw out objections, you know, resist you, reject you, then you have to learn all those objection handling techniques and closing techniques to overcome them. Why on earth would anyone ever want to do that? You see, the average salesman because of the way they're communicating is going to get a lot of objections. And then what do they do? Well, they try to, you know, prove logically through facts to defend their position or their product or service. They try to convince them. Right? Now, if you want to do all that extra work and grind it out and work an extra three or four hours a day to try to make sales and just go through the numbers game, you can do that. But I'm going to tell you, the seven figure salesperson, they don't have to do any of that. You see, in the power of dialogue, and we talked about this briefly last uh the first week training, when I'm referring to questions, I'm not referring to questions that are designed to get your prospect to say what you

want them to say. I those are kind of manipulative. The questions I'm talking about are questions that are intended to bring out their emotional side or their feelings. Okay? because it's your prospect talking to you about them and their present situation. Because you have to ask yourself, who knows most about your potential customer? You or them? Well, obviously them. So, write this down. It's not about you persuading them. It's about your prospects persuading themselves. So, realize your your potential client, they know what their situation is. They know what they need, right? they've got all the answers that you actually will ever need. You, on the other hand, know what what problems your solution actually solves, right? So, you can recognize that when you're going through that by them answering your questions because you're going to know the specific aspects of your product or service that will work for them. Then, you can easily explain it to them in a

way for them that makes 100% sense to them. So, all you really need is the right questions. However, you also need to know when to ask those questions. It's very important. You can't just ramble them all off. It's not it's not going to sound appropriate. So, asking questions, we're going to go through a few things here. asking questions. The one of the biggest parts about it is is they eliminate your need for you to have to do a presentation, tell your story, you know, use closing objection handling techniques simply because who eliminates all the objections and concerns in the conversation? Well, I'm going to tell you, they do because they're the ones talking about themselves and revealing what their problems are to you. But more importantly, who are they revealing those problems to? Well, they're revealing it to

themselves. So, in seven figure sales training, you're going to learn very, and I'm just skipped ahead here. You're going to learn proven these are proven questions.

These are questions I use. These are questions that the sales people that have already gone through the eight weeks use as well. Sales people you've heard maybe some testimonials on the site or Facebook page. They're not intimidating. Now, they're going to have different emotional powers. Uh, some are going to have a little bit and others are going to have a lot. And when you learn and master dialogue, you literally and and this is crazy. You're going to have CEOs and many of your potential customers break down to you and literally cry and sob and that's a good thing and tell you about what their problems are and really how it's affecting them and their companies and their families and how important it is for them to change that situation. So when you learn how to ask the right questions at the right time, it prepares your customers to become open to what you're offering your solution and persuade themselves on the idea that you are there to actually help them rather

than sell them. So realize in the new world of selling, and we talked about this a little bit last week, the sale is not made or lost at the end of the sale with closing techniques and objection handling skills. It's now made or lost uh from the beginning of the sales process. It actually starts at hello. And I'm going to give you an example of what I mean here real quick. And I want you just to think about this logically. Okay. Now, let's say someone called your office like a cold call. This might have happened to you. You might have got cold calls from telemarketers or salespeople. So, you'll know what I mean. Let's say someone called your office or even maybe they walked in the front of your door of your building and they say something like this. Hi, uh, my name is I'm with we are. Hi, my name is I'm with Hi, my name is John. I'm with XYZ company and we're a service-based solutions provider. Something like that. What usually would go through your mind the first three

seconds of somebody saying that to you? salesperson, right, about to give you their sales pitch. And then what do you usually do? Well, you know, you come up with excuses on how to get rid of them, right? So really now in the era that we live in today, the sale is really over at hello, isn't it? Not at the end. So asking skill questions is sometimes referred to as the art of selling. You can read that in any sales book you've ever read, the art of selling. So when you ask both logical and emotional questions, the answers that your prospect give you, they're like, how do I describe to you? My mentor told me they're like signs on the signpost pointing in which direction you need to take that person, how you make that sale. So you'll discover if they have the problem, what's caused that, and more importantly, how it's affecting them, and can you help them? And as you listen to their answers from your questions, the correct features of your solution, you're going to match those up

to what they're looking for. And in their eyes, you're now becoming someone who cares about them, who's looking out for them, rather than just trying to stuff their solution down their throat. Now, let's take a look at what seven figure questions, the new model, will actually do for you. And I've got some examples here for you. First of all, your questions, and I'm going to go back here. They gather, analyze,

and diagnose. Let me tell you what I mean by that. Basically, they're helping uncover what their problems are and to find out if if they actually want to change, if they want to change that situation. And they're also going to help you really analyze what those are and what's caused those, how it's affecting them, so you know how to help them, which means aka present your solution. Now questions also are going to involve your prospect. It makes them feel part of the process because when they answer you from your questions and you listen politely and

present and you respond to their answers by asking more questions or additional questions, we call those probing to go deeper in the conversation. You will gain more understanding but more importantly they gain more understanding. They will feel their ideas and their comments uh even their concerns are actually respected by you like you really care. You're there for them instead of being there for you. Now questions also get them to persuade themselves. We call that internal persuasion because when you answer the questions, it's, you know, my mentors always taught me this is a very powerful motivator for your potential customers and it will automate the it will make them feel like taking action now instead of like down the road or someday because you don't have to try and persuade them yourselves anymore. The skilled questions I give you access to, you're just going to sit back and listen. And I will tell you, you literally can ask and listen your prospects into purchasing and buying

into your solution almost every single time. I want to ask you how that would make you feel. Now, questions also put you in control of the conversation. And not I don't mean by to put you like having power over them or trying to manipulate them, but just really to keep the sale going on the right path. You know, when I train sales people, I always tell them you're taking them down the yellow brick road. Sometimes they're going to ask different questions and have different concerns that knock you off that road, but your questions bring them back to the yellow brick road, which to the end leads them to buying into your solution, solving their problem, and you making a sale. It's a win-win for both of you. Now, questions also persuade the other person. This is big here. I want you to pay attention. By asking easy to answer questions, your prospect not only tells you what their problems are and how it's affecting all that, but they're telling more importantly themselves and their answers

give them a different perspective on why they keep allowing their problem to keep going on. And it makes them kind of in on the inside kind of get motivated like, hey, I need a change. So, your answers will help really empower them to get in touch with their emotions, right? their feelings about their present circumstances and to actually want to do something about it and they want to change and they're going to make that change with you. And you know really a good doctor even a chiropractor does the same thing. If you think about when you go visit your doctor for example, you know, the doctor doesn't just walk in the room and give you a prescription, right, their solution without first you ask asking you questions about what your problem is and what's caused it and how it's affecting you, right? Why don't they do that? Because it' just be their answers. It wouldn't be yours. Because the patient who's answering the doctor's questions, you know the circumstances and you're

going to tell them. you know what the pain is, but the patient even though you know your symptoms, they they might not know the solution, right? That's why they come to the doctor. You see how this works? It's really easy. The patient feels part of the process when the doctor asks them those questions and because of that is more likely going to accept the prescription that the doctor gives them, right? The solution, they're involved. Now, it's the exact same way once you learn how to break the old model of selling and learn the new model for our time. Your prospects will discuss their situation with you because they trust you. They open up to you. You're their friend. They will work with you to overcome any concerns they have. They'll want to overcome their own concerns because they love you. They get to see problems that they never thought they actually had because of the skilled questions you've asked them. and it makes him want to move forward with you rather than you trying to get them to

move forward with you. Big difference there. Now, questions also open up different consequences. Okay, we're going to move on to this here. This is important because and I'm going to teach you in week six. I'm going to teach you kind of different consequence questions you ask. These are very powerful, but they get them to think the consequences of what what's going to happen if they don't do something about it. Like what are the consequences of not making a change? How would it affect them if they don't do anything? Right? Okay. Questions create value in you and what you sell. This is also important. So when you learn how to ask the right questions at the right time, you automatically create value in who you are and what you present. Okay. your prospects, they'll they'll really buy you first based on them feeling that you actually understand them. And you do that from listening. So, let's say that I'm just going to give you a couple examples. Let's say

that you sell franchises or you sell like business opportunities like your network marketing or even if you sell franchise. I've got a lot of sales people I train in those areas, too. Let's say you've got a booth. Let's say you sell franchises. You've got a booth set up at a trade show and someone comes up and asks you to to really, hey, hey, can you tell me what you do? this looks interesting. Now, what do most sales people do? Well, they just go into their sales pitch, right? And talk about all the great things that they do. But instead of doing that, briefly answer the question with what I call your personalized intro. Some people call it like your 30-second commercial. That makes sense. You can call it either or. This is where they're going to you're going to tell them two to three generic problems that they could associate within what they do. and how what you do helps people solve those. So, it could look something like this. And and let's say, like I

said, let's say that you sell I'm just gonna we have to put some examples in here. So, let's say you sell franchises or business opportunities, for example. Now, whatever it is you sell, you just plug it into this formula. You could say something like this. Well, yeah, Sally, I can go through that. And and what we do is, you know, you know how a lot of people nowadays are, you know, they're finding it harder to get by with corporate downsizing, you know, the lack of job security, the higher cost of living. Well, what we do is we help people like that set up their own uh franchise uh companies so they can start taking care of

themselves and their families again. Then you're immediately going to follow up with a question such as and and Sally, what do you do for a living right now? You see how this works? You're now in a conversation instead of a sales pitch. It's a two-way street. You're then going to start asking them background questions about what they're presently doing, how long

they've been doing it, what they liked, possibly don't like, and how they feel about it. We are going to start training you on background questions in week three coming up. So, if you know the right skill questions to ask him at the right time, they're going to look very seriously at doing business, changing their situation. This is what I mean by questions create value in you. Okay? So, never assume that they're just looking to purchase your product or service just because they approach you. That's a danger that average sales people fall for. You have to find out by asking to see what their problems are and then going through the whole dialogue process. Never assume just because they approach you they're ready to buy. Most of the time they're not. 90% of the time they're not. Now, questions. And guys, I apologize. completely skip those slides here. So if you if you need this, you can write some of these down. Give you a second. Now, this is being recorded right now as well. So you also

will be able to go access this. Okay. Now, questions help your prospects really become open to your ideas. So you'll be allowed because of the trust factor they have with you, you'll be allowed to make suggestions like this. Well, Sally, what if it wasn't what you thought it was? What if it wasn't what you thought it was? Would you be open to looking at it from another perspective? Now, because they trust you and you ask that question, they're going to be like, "Well, yeah, yeah, what what did you mean by that?" Or, "What perspective did you have?" See, be because you're open to them, they become open to you. Okay? You see how that works? Now, questions also help your prospects overcome their own concerns. Now, this is huge. It's the key in the new world of selling because when when you're faced with a prospect that has a concern, instead of handling it like an objection, you address them by asking questions to get behind the concern so you actually

understand it. Then you're going to ask skilled questions to help them overcome their own concerns, to find a solution overcoming that. You turn your statements into questions. So instead of making statements, I'm going to teach you how to couch those statements into a question. Instead of telling your prospects about what you know logic and what you have logic, you're going to ask questions that uncover and explore what they mean and what they know about the subject first. Now, if you tell your prospects, this is very key. If you tell your prospects, got this slide here. Hold on. Ah, there we go. Okay. Well, craziness here. Trying to get these screens going here. All right, we don't want to go there first. Let's go back. Okay. Now, if you tell your prospects your solution outright, um, who who's the one that ends up owning that problem in the solution? It would be you, right? because this would mean that your uh prospect will be far less attached to it than if they were the

ones telling themselves what their problem and what the solution should be because they don't own it. So, it's far less persuasive. So, you're also going to learn the sequence and structure of these questions

starting in week three, okay? and what they are, how to use them at the appropriate time, uh, to get your prospects to really see clearly what their present situation and reveal to you, but also them how they want to change that. Now, watch what will happen when your prospects start listening to you. Let me make sure you understand this. When they start listening to themselves answer your questions, they're going to start to think internally. They're going to process that information while they're talking to you and their answers help them reflect and think about what their problems are and to own the idea that they want to do something about it. Okay? So that's consciously and subconsciously what they're saying to you. Their answers help them look at and

challenge their beliefs as why they keep allowing their present situation to keep going on. So, when you ask these questions and people tell you their problems and go through that and what's causing those, they're going to start to say, "Well, gosh, you know, why do I keep putting off buying life insurance for my family?" If you sold life insurance, or let's say you sold financial services. Gosh, why do I keep investing my money with this firm? Maybe I should look at what John's talking about over here, cuz I might be able to get a higher return with him. Let's say you sold network marketing. Man, why do I keep commuting to work an hour each way when I could be like this guy working from my home? Or let's say you sold telephone services. Gosh, why do I keep having my employees use this expensive telephone service when I could use this other provider that could lower the cost for the whole company? Let's say if you sold leads or advertising.

I'm just giving you examples. They're going to start questioning, well, gosh, why do I keep advertising my business this way when I could be getting leads over here that have a lot higher conversions from my sales team? See, they're going to start to question themselves. What's preventing me from doing this? What's holding me back? So, these questions allow themselves to own that situation. So, at that point, they start to think about doing something. Okay, how am I going to change? Okay. And I'm going to do it now, not in 6 months. So, let me ask you, do you think it's more powerful when your potential customer persuades themselves that they want to make a change with you or trying to persuade them that they should make that change with you? Which is more powerful? I think you know the answer by now. Okay. So if your potential customer convinces themselves from your questions that they should buy that nice red expensive car, is that going to be more powerful than you telling them they

should buy that car? If you say cars for if you sell cars, for example, yeah, it's not ex external, right? What's the difference between external and internal motivation? What's the difference? External always wears off, right? It's like getting in the shower. You get all wet. You get out, you dry off. But when you're motivated internally on the inside, that never dies. Do you see the difference behind that? So later in the conversation, after you've listened, you suggest you might know of a solution that can help them take care of all those problems. Do you think they're going to be open to looking at what you have? Of course they will. And a great thing is going to happen. They're going to like you. They trust you. and they're going to start calling you back moving forward the sale rather than you chasing them down. This is what

I mean when you become a trusted authority or advisor in their eyes because for the first time in a long time, someone showing interest in

them and what they're looking for and not just trying to sell them something. Okay. Now, let's go through the third principle. Listening. This is huge. This is going to take a little while. The third principle in listening is listening to what your prospect means. listening to what your prospect means, not just what they're saying. So, more than anything else that I could ever train you on, you learning how to listen will draw them to you like a magnet. Because the act of you being open and listening and not judging, not having prejudice, putting your, you know, stepping back, putting your agenda to the side, focusing on your prospect's world and not yours. It's so powerful that it will completely set you apart from any other salesperson that you are competing with for that account. Your customer will look at you like they've looked at no other salesperson ever. You'll see. Now, do we listen to our prospects? I am going to suggest you that we probably don't. And based on my

experience of training a lot of salespeople, we tend to listen to the ones we're the closest to the least. It's crazy. So, this is how we normally listen to our potential clients. And this is one of the first things that I really learned from my mentors. So, I'm going to share it with you is that 45% of the time that we're supposed to be listening, we're actually thinking about what we're going to say. So, we're not really listening, right? Another 45% is we're just kind of waiting for a gap in the conversation. So, we just kind of can spit out what we just thought that we wanted to say to them, which really only leaves about 10% of the time you're actually listening. So, are you really listening when you're spending 10%. Well, you're really not. You know that. The average salesperson listens 10% of the time. Sevenigure salesperson learns how to listen all of the time, 100%. But I'm going to tell you, listening requires you to do something that 99% of

sales people in the world flat out do not know how to do. They just don't. It requires you to let go of your need to think about what you're going to say next and let it come out naturally. It requires you to listen and tap into the meaning behind what they're saying, not just what they are saying, what they're meaning. So that's where you find out who this person is and what their present situation is. This is when they start to view you differently. and being heard and understood, I'm going to suggest you is pretty much non-existent in the world of selling. And why is that? Well, it's because it takes a lot of work and skill because listening forces you to slow down before you just throw out your questions or your pitch. And when you learn to slow down, your questions have much higher quality and they convert much higher. Now once you learn how to become a skilled listener, you will hold a complete competitive edge over your clients 100%. Okay, this is the practice of listening. Now I am

going to ask you this. Is your practice of listening an edge that you could possibly lose to your competitors, other sales people who sell the same products? It could be if your competitors actually recognized the power of listening and learned how to do it. But luckily for you, listening gets very scant recognition by very few salespeople. There's really hardly any sales training on listening besides what

you're learning right now. And because listening is not really identified with selling, listening remains your advantage, the seven figure salesperson's advantage. So your secret is safe here. You are not likely to be out listened by other salespeople in your industry. The sharpest competitive edge is when your competitors don't want and they don't even understand it in the first place. Now, on the flip side, lazy listening completely dilutes your power of communicating, especially with the questions you ask because you're likely to ask questions based on the

wrong information because you weren't really present in that conversation. Now, I'm going to give you a few secrets here of what listening will actually do for you. I'm going to go through these a little bit quickly here. First of all, listening creates value. So, it creates value in you and what you're offering because when you're asking questions and listening, it shows that you respect them and you honor what their opinions are. You honor their feelings. Now, when you listen and ask them to expand on those by asking probing questions I'm going to teach you, you're going to find out that your potential customers will want to listen to you and be associated with you and to purchase from you and to do business with you. Now, listening also makes you smarter. You want to be smart, but you also become smarter. Did you know, and one of the first things I learned in selling that the most successful salespeople, the very top 1% of the top 1% are the best at listening. You never

thought that would be. Sales people always think the best talkers are the best salespeople. That couldn't be further from the truth. The people who talk the most usually sell the least. So, they know that they can only get their prospects to change. The seven figure salesperson knows that you can only get them to change your situation if you first understand them. You can't do that by telling and talking and selling. Now, listening also eliminates costly mistakes. Okay? Now, we've all been in situations where we heard someone's instructions, we found out later that what they meant was not really what we heard, right? And then we blame their person for their bad communication. Now, this can be costly for you as a salesperson. It can cost you tens of thousands of dollars a month and a year in miscommissions because you're not present. So the truth is listening always will eliminate mistakes. When you eliminate mistakes, what happens? Well, by default, you obviously are going to make more sales.

So how do we listen to our potential customers? How do we listen to our prospects? I'm going to give you a few clues here today. First, just so you know, we as human beings can listen 10 times faster than anyone can talk. Did you know that? You of course know about your solution. You know about your product. So, when you listen to what's behind their problems that they tell you from your skilled questions, you will automatically connect with what that person wants with the correct features. Now, I always use this analogy when I'm training salespeople. The average salesperson when they talk about their products and their solutions try to persuade a person to buy is like taking a bucket of mud and throwing it up against the wall and hoping some of it just sticks. You just say a bunch of logical facts and features hoping something you said is going to stick in their brain they're going to want to buy. That's what the

average salesperson does. Now the seven figure salesperson

because of their listening skills and knowing how to ask the right questions draws out the answers from the prospect. You know exactly what mud will stick because they have already told you what mud they're looking for, right? You don't have to guess anymore. You don't have to hope. I call that hopeopium. It's like a freaking drug, right? You make a presentation. We hope some of it will connect with them, but it's just all hope. It's like praying and hoping. Why would you want to pray and hope to make the sale when you could control the outcome? The seven figure salesperson does not have to hope. They already know what mud is going to work because they asked. So later on in the sales conversation, you use those features to solve their problems they already told you had. Now the second clue is to stop interpreting what people say to you based on your life experiences, maybe the way you raised, your own judgments, because we all come from different backgrounds and

they're all unique to us. Another clue about listening is being able to listen to 100% of the time because you'll always know what to say next by the answers they give you from your previous questions. You just have to listen to those answers. But most sales people listen very selectively, only listening for the things that they actually want to hear. So here are four active listening skills that I'm going to give you access to right now. The first one is becoming aware. Now, I'm going to ask you a couple questions here. Have you ever had a conversation with a friend or let's say a business partner uh at a cafe and you're getting coffee or something or whatever and right after you're talking to the you were talking to them and let's say the waiter or waitress walks by and the person you're talking to looks away from you and starts to look at him or her walking by. Or have you ever noticed when you're talking with somebody, you're in a deep

conversation and they get a text message and while you're still talking to them, they start reading that text message? I'm guilty of that, guys. I do that with my family all the time. Or have you ever been sharing a crazy story with a group of friends and you said, "Yeah, this happened to me." And then somebody comes in and they say, "Oh, yeah, that happened to me, too. Let me tell you what happened to me." How did that make you feel when that happened? What were some of the feelings about the other person? Maybe you felt annoyed, frustrated, disrespected, maybe not important. What did the other person seem to communicate to you by their actions? That they weren't really, they didn't care about you. They weren't present. So ask yourself, have you ever done this with your prospects that you were trying to sell to? You weren't present. Right? Now, also being present and aware enables your brain to gather information on what the prospect actually saying. You're going to track

that. You're going to listen and stay present. Now, I would also suggest you taking notes. And I train you how to do this during week 3 through 82. You're going to take notes to help you stay aware, okay? And if it's a regular customer, don't just take notes on what's different this time around. Record what's the same because your potential customers like to see you right as they talk to you. It shows them that you're present. You're listening. Is suggest the meeting is going as it should. They, your prospect, is

getting all the attention. It's all about them and their world and what they're looking for. And taking notes permits you to also break eye contact. It requires you to look down at the page. If you're taking a lot of notes, you should be looking more at your pad of notes than actually at your customer. Now, being present in the moment means this. Number one, you're going to concentrate on who you are talking to. You're going

to give your prospect your undivided attention. Number two, you're going to lose good body language. Good eye contact shows that you're there. Three, do not think about what you're going to say or ask next. So, give your undivided attention. Be present when you are present. You will be completely different than 99.9 other percent of salespeople who are competing or talking to that person as well. Completely different. Second, I'm going to teach you how to be curious. Have you ever had someone respond to a problem you told them you had with, "Well, you know what you should do about that type of answer?" And then you got upset at them for answering you that way. Like if you said, "Hey, I've got this problem." And they say, "Well, you know what you should do, Jane? And did you get upset with them when they said that? Even if they what they told you actually made sense. Why was that? Well, if if you're like most people on planet Earth, you get upset

because they've told you what to do. And do you like being told what to do? Probably not, right? The reason is that when you give your solution too quickly in that conversation without knowing what their problems are, you're really basing that on hardly any information. and it doesn't take into account what other actions they might have already actually taken to solve that problem. So, how do you think you might have felt if instead of coming up with your solution, you quickly, you know, quickly you asked them to actually expand on that. They asked you, you know, you asked them more questions about the problem and what's caused that problem. Okay? How's it affecting them? you probably would have felt like this person had an understanding of what really happened to you and even opened up to them more about your situation because you actually trusted them, right? It's the same with your prospects, guys. I hate to tell you. So, always remember, keep your statements, keep your solutions

back, step back until it's the appropriate time to bring them up. Let your prospect you're talking with surface those problems from your skilled questions because they will respect you that 100% of the time. Now also be acknowledging. One of the biggest breakdowns in selling today I will tell you is in interpreting what your prospects are saying based on your own experiences and your own beliefs. You see we always view the world from our own background right our own beliefs our own way of thinking. We interpret and judge others based on those. I would suggest you that if you want a full understanding about your prospects you have to simply ask questions before making those comments. Let me give you a couple examples of what I mean by this. Okay? Instead of you saying, for example, well, you must be really feeling bad about that, unless somehow you just know how they feel. You're going to turn the statement into a question and find out how they really feel. So, ask your prospect's point of view to make sure

you're both on the page. You can use questions like this. So, instead of saying, "You must be feeling really bad," find out, "So, tell me, how did that make you feel?" So, tell me, how did you feel about that? So, what I'm hearing you say is, Sally, now I sense that might have made you upset. Is that possible or is that correct? You see how that works? Now, let's talk about verbal pauses. And we will really get into a lot of these and show you how to use them starting next week. Have you ever been talking on the phone? I'm going to give you analogy here. Talking on the phone with somebody about something that was really important to you, okay? You kept talking and talking and talking and for like a few minutes you kept talking but you didn't hear anything back from the other side of the phone. What do you typically do if you hear silence on the other line for a long period of time? You're like uh are you still there? You wonder if

they're even if they got cut off, right? So this is where the power of verbal pauses comes into play when you're communicating, especially if you're on the phone especially. So verbal pauses really help you set yourself apart from other sales people in your industry because there sounds that come out of your mouth to let them know that you're there. You're there. You're listening to them. So here are some of my favorite ones that we use here. Uh tell you know John, can you tell me more? Or let's say they're talking. You're like okay I see. or oh or right or uhhuh or oh I see or here's my favorite h or is that right? So you don't want to do too many of these. You don't want to do one like every 3 seconds, but every 15 seconds, every 20 seconds, let out a verbal pause so they know that you're actually there. Now, also be silent and learn how to pause. This is a huge skill. Now, when I'm training sales people, because a lot of times I have them records in

their sales calls, I see a lot of sales conversations break down because the salesperson asks their prospect a question and then the prospect went silent. didn't answer it. They like they were thinking and the salesperson jumped in and answered the question and gave an example or two and then the conversation went a completely different direction. Realize when you do this, it leaves your prospect feeling invalidated. Ask yourself, why the heck would you even ask the question if you're not going to let them answer? So, pause and wait for them. Silence is golden. Now, have you ever done one of the following when you ask your prospect a question? Answer the question for them. changed the subject or asked another question. And why did you do this? Well, you were uncomfortable with silence, right? You are uncomfortable with silence. Why is it when there's a gap in the conversation or do you asked a question that you feel the urge or the need to fill that gap and to talk? Well, the

main reason is we don't feel comfortable with silence because the average salesperson has the fear of losing control of the sale of the conversation. I'm going to suggest you the actual opposite is true because when you're quiet, it puts you in control. And letting go of the control and the attachment of making the sale will allow you to become more open to their needs, their feelings. So when you come more open to their needs or their feelings, they will become more open to you. They will tell you the truth. So, no more of the cliche this I hate when sales people say this. Buyers are liars. Buyers are only

liars because they don't trust you from the way you're communicating with them. If you communicate properly, they always tell you the truth. They never lie at all. You see the difference? Now, when you ask a question, I want you to be silent and comfortable with that. Now, this is not a trick, okay? It's simply being respectful and courteous, right? And it allows you it allows them

to really reflect on and answer what you asked. And from my experience in being a seven-figure salesperson is that the first answers that they give you are usually the first layer of the onion. And they always talk about how you have to peel off the layers of the onions to get to the sale. The more deeper questions you ask them, the more different and diverse their answers become. So give them time to really answer that question. Don't break in with one of your own questions. Remember, you always hear this in sales today, silence is golden. Now, also being understanding, have you ever had somebody tell you something that you felt was completely against your beliefs? So, you started debating and arguing with that person. Have you ever had that happen? You said, "Yeah, but that's not really this way." Think about politics. There's a presidential election right now. People argue all the time, right? How many of those debates did you win? When you're arguing with

them, how many did you win? Did you ever feel the other person changed their complete point of view to yours by arguing with them? Probably not. What do you think might have happened if despite your ego to be right, you would actually listen to the other person? What if you even went deeper? You then asked them deeper questions to expand on where they're coming from and why they felt that way. And what if you did all of this without judging them or your personal interpretation from your own assumptions? Well, here's what would have happened. I'm going to tell you. You would have gained, and I'm going to give you this quote here. I'm going to give you this quote in a second here. I want to go back here. Okay? You would have gained a more deeper understanding of where they were actually coming from completely. The other person might have subconsciously questioned their way of thinking as they listen to themselves answer your questions. It also might have made them reconsider their point of

view on why they believe it and they would have been more open to listening to you and your beliefs or your point of view or way of thinking. So as Steven CVY, this is a great book, seven habits of highly effective people. He said, and I this is probably the way you should live your life as a salesperson. First seek to understand and then be understood. Imagine that. First seek to understand them and then they're going to want to understand you. And listening and accepting another's point of view does not mean you have to just, you know, change your beliefs. You don't have to agree with somebody to listen to them. But when you suspend your assumptions and your need to be right, the your prospect has no choice but to listen to you and your point of view because they can't help themselves because you seem so accepting and inviting and an interesting person. You can literally listen your prospects into changing by staying open to them and wanting to understand them. You'll start

to hear things like you've never heard before in sales. You'll never hear it. The result of being accepted is

that you'll have a greater understanding of your prospect. They will have a greater understanding of you and your solution and they respect you. Okay. Now, let's go through here. The keys to being understanding are these. Let's go through these real quick. You're going to have to learn how to accept without assumptions. You got to be careful here about making assumptions about your prospects. Cuz when you assume your potentials or customers are meaning from what they're telling you, you will get the surface of what they actually mean. You're going to get the surface of what their problems and that will keep you average more than anything in sales. If you don't know how to go deeper in the conversation, I am going to teach you how to go deeper starting in week three. Instead, ask them what they mean. You will be shocked on how people don't think what you think

they think. So many sales, I would say billions of dollars worth of sales are lost every single month, maybe in a year, because salespeople assume they know and understand their customers concerns or problems when in fact they have no clue. Why don't they? Because they failed to ask and they failed to listen. Now also accept without judging, except without your interpretation. Don't judge others by your own world view of things. Okay, just so you know something might be right. Step back because when you judge, it just merely demonstrates you have to judge. Just let go of that. Now, do this week. I want you to do something this week as an exercise. And this happens to me all the time. When you drive up to a stoplight and somebody's front of you and the light turns green and they don't go, don't honk your horn. Do not honk it. Do not honk your horn. I want you to sit there and give them room. Now, this might be hard for you in the very beginning because, you know, to most

people, this is just unacceptable behavior. They're not paying attention, but when you do this, it's going to make a massive difference in your own happiness. Besides, you really don't know why they didn't move. You know, maybe they were distracted because their child was in the back seat crying, or maybe they're just having a bad day. Don't let your beliefs and your life experiences get in the way of interpreting what your prospects are saying. Okay? For example, don't say things like this. Well, that must have been really bad for you, or I know how you feel. I'm going to tell you, you probably have no idea how they feel. It's just your interpretation. Instead, you can ask a question like, "Well, how did that make you feel?" You see, a great therapist knows that if they give their answers to the patients, it's not going to stick. It doesn't have the same persuasive effect of the patient saying those words themselves because when the patient hears them talk

and think about their words, they automatically own what they just said. And it's the same in selling. When your potential customer sells themselves, it's far more persuasive than you ever trying to do that. Now, let's talk about a few things here about what listening is actually not. This is important here. Now, listening to your prospects is sometimes confused with recognizing the connections between the customer's thoughts and your own. Here's two examples of that. I already knew that. Now, what you already know cannot be subtracted from what you need to hear from your prospect. Even if you know 90% of their story already, maybe you read about them in an article, you need to hear 100% from them.

Let me give you an example of this. Let's say the pro, you know, I'm going to role play here. Prospect's a CEO of a company. You're selling software, whatever, and you're in his office. And the prospect says something like this. Well, you know, Brad, we're

going through a major restructuring of the entire company right now. Our CEO just retired. Now, our VP of sales is taking over. I just don't know what's going on. And then you say something like this. Oh, yeah. I already knew that. I read that in the Wall Street Journal yesterday. Now, what could be the reaction to this attempt to impress? Is it just to impress a potential customer? Do you think the prospect here is just going to think, "Oh, wow. This salesperson is just so smart. Great. Now I don't have to tell him very much." No. Usually the customer's thoughts are these. Oh, you know, huh? What do you know about this? You don't know anything about the company. You're an outsider who just reads press reports about my company. I'm an insider. This restructure affects me, not you. I'm stressed out about this. You see the difference? Those thoughts never got to words. They do their damage flashing through the potential customer's mind. And with

trust being at its lowest point in the history of the world right now, it's bad news for you as they look at you as just another salesperson trying to sell them something. Even if you know everything the prospect tells you, it's not the same as being told by them because the information belongs to them psychologically. Now, number two, pay attention here. You're going to come back to what you're saying after I get my sales pitch out of the way here. Let me go back here. Number two here. Okay. Okay. I missed that here, guys. I apologize. Okay. So, we're going to come back to what we're saying, what you were saying after I get my sales pitch out of the way. Now, listening for cues in the customer's story to begin a sales pitch is a very misguided way of connecting to their thoughts with the salesperson. Let's say that I'm going to role play here. Prospect and salesperson. Say your prospect says this. Well, you know, Jeremy, what our problem really boils

down to is that we lose a lot of time just getting our product line in and out of the warehouses. A lot of time we lose. And then you say, "Well, well, it sounds like you just need to get your hands on a bunch of these new forklifts we just came out with. Let me tell you about our new model XYZ company. Do you see here in the model?" Well, why not? Thinks the salesperson, right? This is a clear progression of ideas, you know, makes sense. warehouse. They're having a lot of time getting their product in and out of the warehouses. They must need new forklifts. In fact, the forklift will solve the pro prospect's problems. But the forklift is not part of the customer's story. They never even talked about it. The salesperson is just budding in here and assuming it is when all reality it might be something completely different. So listening is a mode of selling. And for listening to be at its peak and be able to function with the other modes of selling such as talking about features and benefits, you

have to switch those off if you want to get to that 250, half a million, or a million dollar range. Now, let's go through the fourth and fifth principles. These are a lot quicker here. Now, this principle is twofold. This is feedback and committing, which some of you might call closing. So, let's talk about feedback

first. Okay? Okay, I want to talk to you about this. The ultimate feedback is at the end of the conversation. Okay, you've gone through the engagement process. You've presented your solution, which is 10% of the sale, you're solving the potential customer's problems. Now, this is the time when you're positioned because of the trust factor you've built with them and your prospect where you can summarize what they told you they're looking for and why they're looking for it, that you have a solution that can help them. And when you present this back to them, you show them that you have a complete understanding of their unique situation.

So here is the formula for this. And I'm just going to show you this now before we present, which remember is only about 10% of the new model of selling. The seven figure salesperson is going to summarize the main problems that the client told them with this following formula. And you just plug in whatever you sell here. Okay. And like I said, this is recorded. You can come back to this anytime. John, you know how you said? So, John, you know how you said, and you're going to repeat what they told you they are missing or what they're really wanting to do. So, you're going to say, John, you know how you said, let's say if you sell network marketing. John, you know how you said that you're, you know, having a hard time right now making ends meet because of all the, you know, corporate restructuring and downsizing and you just plug in whatever you sell. Then you're going to say, "And then you're going to repeat an important logical problem." And because of that,

it's making you work more hours. That would be a logical problem. Let's say if you were in recruiting for a staffing agency or if you were in network marketing or selling something like that and because of this it's making you feel then you're going to repeat an important emotional problem and because of this it's making you feel like you don't have any time with your children. See how that works. John, you know how you said and and because of that it's making you feel. Then you're going to repeat an emotional problem. Then you will briefly explain what you do. Well, what I do is you're briefly going to explain maybe one sentence and what this means to you. This is where you're going to describe the benefits of the same features that will satisfy that problem. Then you're going to ask a qualifying question. Does that feel as though it might be what you're looking for? Why though? So they say yes, which they're going to say 95%. Say well why?

Now, you always want to ask them why they feel it is what they're looking for. Because more importantly than them telling you why it's what they're looking for, who are they telling? Well, they're telling themselves. You guys are catching on, right? So, they're telling themselves. That's the persuasive part of this. And we will go through what I'm talking about here in week six. Again, we'll go through this more deeply and we will plug in your specific industries to get those questions nailed down. I'm just giving you a very quick formula of this. Then you're going to move into asking what I call committing questions or closing questions. And I don't like the word closing because it feels to me that this is a very demeaning word because after all, if you heard a salesperson talking about the sale that he just made on you and he said, "Yeah, I just closed this lady over here. You just closed her for this new car." If you

sold cars, how would

that make you feel? Do do you think that way of thinking about closing someone comes out when you're communicating with them? So, I want you to start eliminating the feeling or the think in your mind that you're there to close them. You're there to help them. And you're going to ask some committing questions that will help them move forward to purchase. Now, remember committing or what traditional selling calls is closing is only 5% of the new model of selling. Why? because a sale was already made in your potential customer's mind during the engagement process from your skilled questions and your listening skills that you established with them. So in their mind, you are the trusted authority at this point. And of course, the next logical step for them is to obviously purchase your solution. There's no other choice at this point. They don't trust other salespeople. So the commitment to move forward with you is a natural step for them at this point. It takes two forms.

Number one, it takes a commitment to take a series of smaller action steps to move them forward in the sale. Okay, we're going to give you a few of those. A commitment to do business with you and purchase your product or service as well. So, you're going to come to a point where you need to decide on one of these two steps. Okay, so you're going to either ask for the commitment for them to do business, purchase your product or service, which I'm going to teach you a few committing questions today. In week eight, we'll go through all of them 100%. Now, the questions I'm going to give you a little bit today and all the rest in week eight have made me millions in selling and made the sales people I've trained millions. I will train you on all those committee questions like I said in week eight in detail. Now, you can also make a further suggestion if they're not ready for them to move progressively forward to making a final decision. Let me give you a few examples of this. This is going to

separate you from other salespeople. Now, if you get to the end of the sales process and your potential customer needs to take more steps, so they're not quite ready, and you'll be able to feel this once I teach you these skills, they're not quite ready for your offer, your solution. This is where you're going to selectively use sales tools that might be available for you. You can just suggest something like this. Well, Jane, if it's appropriate, I'd like to suggest you as the next step. Or you can say, or with your permission, uh, Jane, I'd like to suggest you as the next step. And then you're going to plug in that we meet some other people in my organization. Jane John, if it's appropriate, I'd like to suggest you as a next step that we look more closely at the product to see if it would actually fit into what you're looking for. Would that be appropriate? Or John, with your permission, I'd like to suggest you as the next step that we put together a

proposal to see if we can help you. Would that be appropriate? Or would you be open to that? Or would you feel comfortable with that? Or would that work for you? Do you see how you ask those in that series? And like I said, we will train more on this in week eight. Now, if you feel the customer is ready for the next step to buy your solution and do your business, here are the most important committing questions you will ever learn. Closing questions. This is what separates seven figure salesperson from

the average. You're going to make a suggestion and ask a final committing question. Well, couple questions here. So, Jane, do you feel like this could be what you're looking for? Do you feel like this could be what you're looking for? Now, notice that I stay neutral here when I say could be. I don't assume and say, "Do you feel like this is what you're looking for?" I say, "Do you feel like this could be what you're looking for?" You see, you have to use neutral

language in your vocabulary. This is one thing that separates average salespeople from seven figure is the average always assume and use assumptive language. Sevenigure salesperson always stays neutral. Now, most of the time they will say yes when you ask this 95 98% of the time. When they do, you say, "Well, why do you feel like it is?" You will then ask this follow-up committing question. So, do you feel like this can get you where you're wanting to go? So, do you feel like this can get you where you're wanting to go? Now, depending on what product or service you sell, it will. And then you're going to ask them, "Well, why do you feel like it will, though?" So, they say, "Yeah, it really does, Jeremy. Why do you feel like it will?" Now, here are a few examples. If you sell Well, guys, I forgot to put this here for you. Okay, so those are those questions. I'm going to leave that slide here for a second for you. Okay, now I'm going to give you some

specific examples of different industries and these are just a few examples here. So, if you sell coaching, you would say like this. So, do you feel like this is something you can do to get you where you're wanting to go in your life? Yeah, I do, Jeremy. Why do you feel like it is? Let's say if you sell financial services, do you feel like this is something you can do to get you where you're wanting to go with your portfolio? Yeah, I sure do, Jeremy. Well, why do you feel that way? If you sell life insurance, do you feel like this is something you can have to give you more peace of mind about your family's future? Yeah, I do, Jeremy. Well, why do you feel like it is, though? If you sell real estate, do you feel like this is the home for you and your family? Oh, yeah. We love this home. Well, why though? Right now, this one question is very powerful to get them to look at your solution as something in the future. They look at it, they own it at this point. 99% of the time when you ask these committed

questions, they're going to say, "Yes, I think it is." Then you always have to remember to ask, "Well, why do you feel like it is?" Why do you feel like it is, though? Almost like you're arguing with them. And they're like, "Well, because of this. Because this is what I'm looking for." And they start to tell you. But more importantly, them telling you, who are they telling? they are telling themselves, right? You'll then lead into this commitment question to take the next step. Well, Barry, I don't really have anything else to go over with you. It looks like we've covered what you're possibly looking for. Really, the next step would be, if it's appropriate, is we would have you and then you're going to fill in the blanks of what they need to do to enroll to buy what you sell. And and depending on what that is, you plug that in here, and we'll get specific on this in week eight. Then you're going to say, "Would that be

appropriate or how would you like to proceed from here?" Or, "Would you feel comfortable with that?" Or, "Where do you think we should go from here?" Now, here's another powerful tool to use. It's called a

calendar statement commitment. I'm going to show you how this works. Okay. Now, you're going to ask for a commitment on a point in time. The prior agreements are already in place. So, let's pretend the prior agreements already in place, and they're carried along the dialogue, and your prospect is going to feel that momentum. So, they've already bought into you at this point. This is more towards the end. They're already looking at you as the authority figure. So, agreeing to do business with you is just really a logical conclusion. Now, it's simply time to get them committed to moving forward. You will ask, "Now, Jane, in order to do this for you, would it be appropriate for us to get out our calendars and schedule the

next steps?" Notice the way the calendar statement is phrased. in order to do this for you. You're just carrying out their potential customer wish. Now, and in this example, let's say that you sell uh truck maintenance programs or something like that. Maintenance programs, truck maintenance programs. I I think I put that for today's example. Now, committing closing is the last of the prospect's many logical conclusions because you've demonstrated that you have a complete understanding of their problems by your questions, by your listening. You fit the correct solution to solve those problems. You're putting the proposed solution into effect. This is what committee means. These are not tricks. They're not techniques. Okay? Your only caution should be to avoid any sales pressure on this potential customer because at this point, it will be very, very hard for your prospect to say no. I will tell you that. So, avoid sales pressure. We're going to talk about that in a second.

Tell them what the next steps are. You can ask for a conditional s uh decision such as uh Barry, if you were to go ahead, can I ask you when would you? Barry, if you were to go ahead, can I ask when would you or is this something you're looking for now or when do you want to fill in how your solution solve their problems? Let's say that you're, you know, selling, I don't know, u you know, insurance. Is this something you're looking for now or or when do you want to find uh a a policy that has a higher uh value death value for for you in case something happened for your family? Something like that you just plug in. Okay? And we'll go over that like I said in week eight. Now let's say you felt self-franchise opportunities here. This how this might sound or network marketing. Let's say you're a recruiter for a staffing agency. You could say something like this. John, is this something you're looking for now? Or when do you want to find a a business where you can make more money? Or when

do you want to find a job where you can make more money if you're if you're a recruiter for a staffing agency? Now, if they told you they wanted to make more money, you're just plugging in what they told you they want to accomplish. Now, if you sell real estate, Mary, is this something that you're well, let me let me phrase this the right way. Is this something that you're looking for now? Or or when do you want to find a new home so you can be in a better neighborhood? Now, you're only going to say, "So, if you can be in a better neighborhood if they told you they were concerned about the area they're now living in." So, mayor, is this something you're looking for now or or when do you want to find a new home? Uh that that you so you can be in a better neighborhood. Now, see how that works. Let me give you an

example of how this looks and works. Okay. Now, here in this example I'm going to give you, let's say I I did put truck maintenance

programs in here. And let's say that you're I'm training somebody in this right now. So, let's say that your potential customer, Janice, had said that she's she'd like to begin a maintenance program for her 34 trucks in March. What is the first step to get ready for March? You may suggest a step that you'd like Janice to take and tell her a step you're going to take. So, there's four ways to generate those next steps. actions the potential customer offers to take, actions the potential customer wants you to take, actions you offer to take, and actions you want the potential customer to take. That was a tongue twister. Now, the next steps can really depend on the situation. So, if you sell from an iPad or a computer, you know, and the potential customer agrees to buy, you just pretty much write it up and you email them the invoice, right? It's fairly easy. So those next steps only take a few minutes and it just takes a few minutes to wrap up the deal

and the delivery follows. Easy sale. But in most scenarios, a salesperson might get a firm commitment from their prospect to do business to buy, but the follow-through waits upon like their corporate approval, right? To get the contract drawn up, maybe attorneys have to look at it, CEO. And some businesses, a qualifier buyer might have to submit the decision as a protocol to their board or to the upper management team. Okay? So it takes a little bit longer. Now in many cases the next step okay it's the first stage of imple implementation. Okay this is where you assign in a series tax of tasks to both the salesperson and the potential customer. So if concerns block the agreement you then commit on any next step that keeps the dialogue going while you help them resolve their own concerns by your skilled questions you ask. Okay. Now, here we're going to fix the dates with questions. Okay. So, this is what it means. The calendar's composed of dates. So, you're going to ask for the

commitment to book on the calendar. Here's what this looks like. And I'm going to give you an example. Let's say I'm going to roleplay here. Janice, in order to do the truck maintenance program for you, would it be appropriate for us to get out our calendars and schedule the next steps? Now, you're going to nod your head. Now notice there's zero sales pressure in this question. You're simply asking if it's appropriate. There's no pressure. The potential customer say, "Yeah, that works." And starts to reach for the calendar. Now, at that point, here's what you're going to say. Now, you had mentioned that you'd like to to possibly be up and rolling by March. Which date are you thinking that month? Now, the customer's conditional decision to begin is March is treated. You're going to treat that as a decision cuz you said if you were a to go with a truck new when it would be they say March. You're going to treat that as a

decision. Okay. The potential customer says, "hm maybe the third week would be better." Okay. Let's say the first truck comes in around March 18th. What's the next step you need to take on your end to make that happen? Well, I would need to show your company's contract to my legal department. See how we're going through that? Okay. Well, that works. So I I can actually give you a a copy of our

standard agreement now if you'd like and you know try not to get bored going through it all. Now notice how we change the term contract to agreement. You never ever use the term contract as it has a negative meaning to most buyers. You're just going to replace it with softer, more neutral language like agreement. Your customers do not like signing contracts, but they love authorizing agreements. You see how that how we use that neutral language. The salesperson then says, "Now, here are the steps that we would need you to take on your end if it's appropriate.

With your permission, tomorrow morning, I will scan and email you a form for you to list the model, uh, year, registration of all your vehicles in the program. also uh can you have the agreement back to me by February 18th about 30 days out so I could schedule a crew with you? Would that be appropriate? And then they say, "Yeah, I can do that." Then the salesperson says here, "Also, just one more thing. Normally I would advise you when to bring in a truck uh based on mileage. But this first time though, it might make more sense for you to just give me the dates when your trucks are available. You can just use the registration number. Will February 18th be okay?" So, you're just asking. Prospect says, "hm, that might not work. Let's do the 23rd." Okay, that should be fine. Now, Janice, is there anything you'd like to address to me at this point? Now, you always want to find out now if they have concerns. Do you address them now? Because if she has

concerns and you don't address them now, you're going to be toast when that contract goes to the legal team if she has concerns about it. She then might say, "Well, if my legal team needs to amend the agreement, I would need it signed and emailed over to me because I'm out of town next week, but I don't foresee anything big. Maybe just some small technicalities." Okay, well, that works, Janice. Now, is there anything else you'd like to address to me? You can ask it again to make sure there's nothing else. You'd be surprised how many prospects will bring up another concern here. She says, "Oh, yeah. I forgot. If my division manager over the fleet needs to get a hold of you, can I give them your cell phone number?" Yeah, that would be fine. Of course. Now, congratulations. You've just helped your customer move forward. You see how that process worked. They trust you. They look at you as the authority. Notice how they treat you and how they respect you. You each have

shared a perspective. The potential customer by painting a picture of their needs and you by simply listening and asking skilled questions. The final decision of sale is a winwin. Now, let's talk about the fifth principle here. Eliminating sales pressure. This will be short, but it's very important. This principle is extremely important if you want to go from average to that multiple six figure or high six figure, seven figure income results. And it's all about neutralizing the hidden sales pressure that resides underneath your conversations you're having with your customers. Now, if you want to get to that 7 figure level, your new goal in selling is not to focus on making a sale. Remember, it's to focus on whether there's a sale to be made. Okay? So, when you step back, when you detach yourself from the expectations of making that sale, remember, you automatically take the pressure out of the conversation and you allow your prospect to feel comfortable telling you the truth and moving forward

your solution. Let me give you an example of what I mean by this. The languaging you use in your conversations, it is not trustbased languaging, it will immediately trigger sales pressure and lead to rejection. almost every time because the languaging I'm going to teach you if you deliver it properly removes that. It never triggers because it's pressurefree and the client feels that you care about them. Imagine how selling would be if your potential clients didn't feel any sales pressure for you from you. Now let's say you have a first call with a potential client and at the end of that call what have you been trying to say to them? Most likely it would be something like this. Hey, John, you know, when can we get together for another call uh to have the next conversation or or do you want to call me again Thursday or afternoon or Friday morning? Well, see, the problem is here is you're assuming that they even want to have another call. You don't know if they want another call. When you assume,

you just become another salesperson trying to sell them something in their minds. You sound like every other salesperson they just heard that day, that week, that month. There's no difference from you from other salespeople. Remember, traditional selling has conditioned us to focus on what? To focus on moving the forward the sale now, no matter what. Because if you're not doing that, you're not selling right. But what happens when you try and persuade them to move things forward on the first call, but they're not ready for yet. They're not ready for that. Well, what gets broken at that point? Trust. It's over at the first conversation. You've just lost this prospect. They can feel your intention to only move them down your sales process to make the sale. They feel like you're only focused on you and what you're looking for. And what happens? Well, they, you know, they throw out objections like, "We can't afford it." Or, "What's this all about? I think the

price is too high. Can you can you call me back next month? I need to talk to my spouse. Can you call me back in a couple months? Can you call me back next week?" Then you go into objection handling mode and trying to convince him with your facts and features. It's just an ugly pattern and it's really a lot of hard work and stress that you really don't have to go through. So, let's go back to the same scenario. It's at the end of the call. Here's what the sevenf figureure salesperson would ask. You can even write this down. Mr. Jones, you know, I enjoyed our conversation. Would you feel comfortable with setting up another call to see if what we're doing here would fit into what you and your company might be looking for? Mr. Jones, I, you know, I enjoyed our conversation. Would you feel comfortable with setting up another call to see if what we're doing here would fit into what you and your company might be looking for? See the difference? How do you think your potential customer

respond? Of course, they will set up another call. You even asked for their permission. You didn't assume he wanted to do another call. You simply asked and they don't feel any sales pressure from that. There's zero sales pressure. So, what happens next? They instantly differentiate you from other salespeople. They're so shocked that you're there actually to help them. So, what you're doing here is you're actually humanizing. Okay, you have to understand this. You are humanizing the sales conversation in the relationship so they feel your authenticity about your intentions to help them. You're creating trust. You

will start to hear your prospect say things like, "Well, how about we start moving things forward and talk early next week?" Or, "I'd like to do this pretty quickly. Let's do it tomorrow." See, they're going to start chasing you rather than you chasing them. Now, here is another important tip to principle number five. You have to make sure your

languaging is very natural, calm, and relaxed when you're speaking. You have to slow down your pace. You have to have empathy in your voice. Show them that you're there for them. Now, on the flip side, if you start talking and you sound robotic and it sounds like you're reading from a script or you're excited, enthusiastic, or you start talking fast, your prospects are going to pick up that. So, you have to be calm and relaxed, and they will always be open to your solution. Now, here's another seven figure question I'm going to give you access to. Mr. Jones, you know, I enjoyed our conversation. Tell me, how do you want to proceed from here? or what would be the next step if any to see if we could possibly help you Anna or Mr. Mr. Jones, I enjoyed our conversation. Tell me where do you think we should go from here? Now, in the next 6 weeks here, we will cover in more detail, like I said, the complete closing questions A to Z. So, these are the five principles of 7igure selling,

just so you know. Okay. Now, these are the five principles. Once you understand them, once you implement, your results will go through the roof. Now, you have to understand the ins and outs of those though, not just the psychology, which starting next week, we will go through specific questions to get you that level. Now, let's go through some of the biggest sales myths today, and we're going to open up the call for Q&A. I want to bust some sales. The first one, I have to laugh here. Selling is a numbers game. I will tell you that selling can indeed be a numbers game for you if all you know is traditional selling techniques. You can, of course, call your leads over and over. You can go through hundreds of calls a day just to make a sale if you want. But where did the numbers game actually come from? Well, in my opinion, it came from decades ago, the invention of the telephone, right? The sales manager, in order to make his salespeople feel better about themselves from continually

calling their prospects and getting rejected, said he made it up, selling is a numbers game. He made it up so the salesperson would feel better about themselves because hey, you know, it's it's just a numbers game in your mind. It's normal to get rejected 95% of the time, right? It's supposed to be how many calls you make, how many people talk to is just going to somehow determine if you're successful. But in the post-rust era that we live in today, with trust at its lowest point ever in the marketplace, it really is no longer the quantity of the calls you make or how many contacts you speak to. It's about the quality of those conversations and how deep you go in each conversation and how deep you go with your questions that bring out their emotions. It's all about how good you are at creating trust 100%. It's all about how good you are detaching yourself from the expectations of making the sale so you become more open to your prospect. And when you have these

conversations in a relaxed, normal tone rather than a typical excited, enthusiastic, salesy tone, you're automatically going to attract your prospects to you like a magnet. Why? Because for the first time in a

long time, they look at you differently than anybody else. They feel your intent. They start to trust you and lean on you as an authority figure. Now, let's talk about sales myth number two. Rejection is just part of sales. Ask yourself this question. What is the greatest fear that you and other sales people have that hold you back from making calls, talking with your prospects about your products or services you sell? It is of course the fear of rejection. Now, have you ever considered that if you're getting anxious about meeting your prospects or cold calling or calling your leads and it prevents you from talking with them or you feel the need to get pumped up before you meet your prospects or even if you drag your feet before you make those calls, then it could be the way

you're communicating or think you have to communicate that's causing you that problem. So, my question is, why do you accept rejection is just something you have to accept? Well, I know you accept it because that's what you've been told, right? than you've even experienced it yourself. But what if the reason your prospects rejected you is because you were actually triggering that rejection by the way you were communicating to them? And what if you could learn what those triggers are? Well, I'm going to teach you those triggers over the next six weeks. So, you never say them. And by default, by never saying them, you eliminate pressure. Now, in my experience, there are two types of rejection. the flat, in-your-face, I'm not interested, slam, hang up the phone objection and the type where someone has looked at your solution and find it really doesn't fit into what they're looking for. Now, the second one can be disappointing, but it's not necessarily

personal. So, let's talk about the first one for just a second. Now, you've probably been told over and over, I hear this all the time, rejection, I I mean, it's just part of selling. I have to expect it. I got to deal with it. I got to be tough about it. I got to get over it. And you might have even learned how to build up thick skin to do that. Well, I'm going to share with you. I believe that it's complete nonsense. I don't subscribe to that way of thinking or training because you can actually eliminate rejection. You can diffuse it not by mind games, not by mental tricks, not by popping in motivational CDs to pump you up, but by diffusing and eliminating the cause of it. Now, let's talk about the third sales myth. Be enthusiastic. You got to be excited about your product or service. If the customer sees you excited, then they're just going to be excited. This one to me is so laughable because you can never assume that because you're excited, enthusiastic about what you sell that

they're just going to be as well. And also, if you approach someone with too much outward enthusiasm, they're going to do one of two things. And ask yourself if this ever happens to you. They're either going to withdraw from you because you've overwhelmed them and they disappear from you and they don't return your calls and they don't return your emails and they don't return your text or they get defensive. They resist. They throw out objections and then they reject you and what you're offering. Does that ever happen to any of you on here? Let me give you an example of this. Let's say that your car breaks down today and you need to go buy a car. You're in the market for a car. you have to have a car. The next day, you go to the car dealership and the salesperson comes out. He's really excited that you're there. And he

says, "Hey, John, I'm so excited that you're here. Let me come over here. I'm going to show you some cars that we have. We have got

some amazing deals this week. In fact, we were just rated by the better, you know, by the uh by the news rep reporting here in the state that we're the best number one car dealership in the state and we've got the best terms and we've got the best financing." And come over here. Look at these air conditioned seats. These are so awesome. Don't you love air conditioned seats? And they keep going on and on and on and how they're so excited. What do you typically do when they start acting so excited? Well, you do one of two things. You withdraw from them because they've overwhelmed you. You disappear. You don't return their calls, their emails, or texts. Or you get defensive. You throw out objections and you don't buy what they're selling. You see how that works? Now, sales myth number four. the sale is lost at the end of the sale. Now, I'm sure that all of you have spent some time with a potential customer in your sales process, and I'm going to go through

this real quickly here. So, you've spent some time, okay? You've gone through the process. You've been with them for an hour. Everything seems to be going right. And then as you wait for the contract or final approver of the sale to come, it just doesn't happen. It just doesn't happen. You're like, "What happened?" Why is that? It's because in the new world of selling, in the economy that we live in today, the new economy, the sale is no longer lost at the end of the sale. It's now lost at the beginning. It's actually lost at hello. And I gave you that example earlier before. So somebody calls your office and says to you, "Hi, my name is I am with we are." What actually goes off in a few seconds in your mind? Oh, a salesperson trying to sell me something. The sale is lost at hello, not at the end. Now, sales myth number five, you have to assume the sale. Now, in the new economy, in the new world of selling, assumptive selling, I'm going to suggest

you, is pretty much dead. pretty much dead. You keep hearing it from all the old gurus. You got to always close a sale. Always be closing ABCs of closing. Well, that might have worked in the 1970s and 80s and 90s, but we're in a completely different era now. Do you think your potential customer can feel it when you assume the sale? You bet they do. They feel the sales pressure just like you feel the sales pressure. And then what happens? They do. Oh, well, wait a minute. I'm not ready for this. They start to throw in objections. Why are they throwing out those objections? Who's causing that? You are by the way you're communicating. Let me give you an example. You get to the end, you just assume they want your product. You start filling out the contract and you say something like this. Now, uh Jared, who do you want the contract's name to be in? And they say, um, yeah, my name Jared. Okay. What's your phone number? They give you your phone number. Okay. Now, what's your address? Okay. Now, I

need your bank details for the EFT information. and they're just going to debit this out of your account each month. Then the customer does what? Nine out of 10 times. Well, wait. I never said that I'm ready for this. I need more information. Um I can get back to you after I've had a time to think it over. And I you know, I need to talk to my spouse about this, too, or I need to talk to my business

partner. And then what do you do? You go objection handling mold. And this is something I never understood because the sales gurus teach you how to assume the sale which triggers sales resistance, triggers you getting objections. Then they teach you how to have objection handling skills to overcome the sales resistance that you yourself caused. It never made any sense to me. Now the sixth biggest myth in selling today, this is a big one. I hear this all the time. the the always be closing because the question is does it really work anymore, right? Sales trainers have been teaching this in the

1950s, 1940s, but does it work in the era that we live in today when customers know they have other choices for your product or service just on their fingertips? So, when you get to the end of the sale and you ask, "Do you want the red one or do you want the blue one, which is an option close, or why don't you give it a try, which is an invite close, or the assumptive close?" Well, I'll go ahead and schedule this. Do you want to take delivery Tuesday afternoon or Wednesday morning or the choice close? Are we going to do the contract in your name or your company's name? Now, if I could show you, here's another one. If I could show you the very best investment you could ever make, would you want to see that? If you sold investments, that's a demonstration close. Or when you use the words, if I could show you, who does the focus immediately go to? Well, it goes to you, of course. And now you put yourself in a situation where you have to prove it to them that you're the best out there,

which by the way, every other salesperson is also telling them that they're the best out there as well. Now remember, in the era that we live in today, the post-trust era, trust is dead in the marketplace. We learned this next last week. So you set yourself up to prove yourself now and the prospect is the skeptic who tries to prove you wrong. So instead, you change the wording to if there was. So not if I could show you, but if there was. So the same question. If there was an investment. So Jared, if there was an investment out there that could get you the return you're looking for, would that be a possible interest to you? See how we change that? Not if I could show you an investment, but if there was an investment out there that could get you the returns you're looking for, would that be of interest to you? See, it's a neutral question. You're now in a neutral position. So instead of having to prove it, seven figure sales people are neutral. Average salespeople are

always onesided. They only focus on who? Themselves and their world rather than their prospect's world. Now these sound good. These some of these, you know, closing techniques, they sound good, but the issue is in the era that we live in today, consumers don't fall for them anymore. They just don't. They've heard it for decades. They have the power of technology now. They know they have other choices from your competitors. They don't want to be manipulated. Today's consumer doesn't want to be talked at and sold. They want to be asked, heard, and more importantly understood. Now, next week we are going to go over the following. This actually concludes the webinar training. Today we are a little bit about an hour and a half, a little bit over. We're going to open up for some Q&A. But next week is start of the fun. Now that we got the psychology and the mindset out of the way during the first two weeks, this is what I love. Week three, four, five, six, seven, eight, we

get to the heart, the heart of the new model of selling. So, first of all, you're going to learn next week connecting and background questions for the new economy. Connecting and background questions for the new economy. You're going to learn, we're going to cover examples of cold calling for your industries. We're going to cover examples of calling your leads next week. We're also going to cover examples how to leave effective voicemails. And we're also going to go over how to call your leads to request information and how to actually start your meetings no matter what you do. So, we're also going to cover the first part of the engagement stage, which is background questions as well. Why do we have those? What do they do for us and your prospect? And we're going to do examples on those. And next week, we will actually role play. This will be a fun week. Now, write this down. You also get a email uh reminder. It's also back in your back office. Next week's

training will be next Wednesday. Next Wednesday at 8:00 p.m. Eastern. So, it'll be next Wednesday, March 9th, at 8:00 p.m. Eastern. That's 7 central, 6 Mountain, 5:00 p.m. Pacific. In the evening. So, let's go ahead and open up questions here for a second. Let me get everybody on here. I'm going to open up questions on the line. Hold on one second. All right. So, let's go. We got time for some questions here. So, anybody who has questions, I want you guys to ask me starting right now. I am ready. We got a lot of you on here. What questions do you have? Just type away and I'm going to start going through those. Like I said, we've got the mindset out of the way. We've got the psychology out of the way. By now, you should have a complete understanding of this. You're going to be able to go back and re reference the first two weeks. Week three, now we are getting to the heart. We are going to learn everything there is to know about each question, why we're asking those. I'm

going to give you examples for each industry, and we will role play and get down and get busy. So, next week and the weeks after, get ready to learn because this is where the fun really, really begins. Now, I've got some few questions here. Let's see what we've got. Uh Todd said, "Hey, great. Always. Thanks, Jeremy." Thank you. See you next week. Larry said, "Love the training, Jeremy." Okay, guys. I appreciate you saying all the love, but I'm looking for your questions. What are some of your questions that you have today? Okay, it looks like, let's see, uh Terry is asking me, I want to make your question here. Terry's asking me um when are we going to learn how to close? Okay, so like I was saying, you're going to learn closing questions in week eight. That is the end part of the training. That's week eight. That'll be about an hour and 45 minute training. We will go through everything A to Z with closing what committing questions or

closing questions you'll ask for your industries. We will roleplay that and that will be a very good training. So that will be in week eight. Terry, to answer your question. Okay. What other questions do we have here? Uh Brian's asking me, "Do you use NLP when selling?" Uh Brian, I will tell you the new model of selling has certain aspects of NLP. I have taken NLP courses before. Um I I do it a little bit differently though because some of NLP in my opinion is not as persuasive as dialogue. But you will notice part of dialogue really has a lot of NLP from it. In fact, I will suggest to you that NLP really came from dialogue.

It's not like NLP's been around for 3,000 years. Now, dialogue has been around for a few thousand years. So, in fact, part of NLP is actually part of dialogue. So, you probably are seeing some uh similarities there. Now, can I ask you why you asked me that? If you don't mind typing in there, why did you ask me that question? I was just curious.

Okay. Okay. So, Larry asked me, well, Brian's uh typing in that uh question. When or where is that process so we can qualify the prospect so we aren't wasting so much time with your prospect? Okay. So, are Larry, are you asking me about qualifying questions or what are you asking there? I'm not sure what you're asking. You say trust relationship building a must. When or where in that process can we qualify the prospect? Okay. So depending on your industry. So Larry, I know what your industry you're in. You sell like license rights for the company you're with. So with your company, uh you know you probably cuz you're calling them over the phone. You probably want to find out you know if when you're asking them background questions about what they do for a living, do they like it? What don't they like it? And if they tell you, you know, because you're selling them license rights for your business opportunity. So if they tell you, well, I work as a cashier at McDonald's and I

make \$8 an hour. Well, Larry, your product that you sell from from what I understand is about a \$2,500 product. So you would probably want to find out pretty upfront if they actually have the funding to actually purchase what you sell, the license rights. So, you might say, "Well, you know, let's do this, uh, Sherry, just just to see if I can help you here, but I'm assuming that you understand when you start your own business, it's going to require capital or credit to invest in a business to make money. What type of funding do you have to put into a business to make money?" Now, if they come back and they say, "Well, you know, I've got a few thousand or something like that." Okay, I will tell you with this business, you will need to put in close to, you know, \$2,500 when you start to actually profit from it within starting out. Is that something you can come up with if it fits into what you're looking for? Now, if you ask that question uh before, you

know, what type of funding do you have to put in your business? And they come back and they say, "Well, I'm broke. I've only got \$20 to my name." You probably don't want to waste more time, right? You probably say, "Well, you know, I can appreciate that money might be an issue. Um, with this opportunity, you are going to need around \$2,500 to put into profit from it. Is that something you can come up with if it fits into what you're looking for?" Well, you know, I maybe could. I've got a credit card. You see, now they might be broke, but maybe they have a credit card or maybe, you know, I can borrow it from my dad or you just never know. So, you want to ask that qualifying question, Larry, depending on what answers they're giving you. Now, if they say that they're electrical engineer, make 100,000 a year, you don't really need to even qualify them because they would obviously have the funding, right? So, it depends on your questionability there. Uh Brian, you

said you were just curious. Yeah. So, it's going to have some NLP in it because realize NLP came from dialogue. Dialogue, like I said, was been around for a few thousand years. uh Socrates the ancient

philosopher is really defined as refining the process of what we know now today is called Socratic dialogue. That's why he was so influential in the society he lived in. That's why he's famous now. Okay. So hopefully that answer your question, Brian. Guys, we've got time for a couple more questions here. I've got several of you on here. I know a lot of you because we had this in the afternoon are probably just going to get the recorded version. So, there's there's actually about over over half of you that aren't on here because we usually have these in the evening. Let's let's ask more questions, guys, here. I am here uh to serve you to make sure that you get up into the top 1%. Now, like I said, you're really going to start learning a lot week 3 through eight because you're

going to learn the specific questions now. So, now that you understand the psychology behind the new model of selling, now you're going to get into the well to everything. So, we've got time for a few questions, guys. Don't be shy to ask me. Uh, any books on Socratic dialogue you recommend? Yeah, you know, my mentors that taught me uh Socratic dialogue, there's a book by Kevin Dailyaly that you can buy. Kevin Dailyaly has a great book. Uh, it's called Socratic Selling. That's a great book. I would read that. Um, like I said, Brian, I've probably read about 600 different sales books over the last 15 years of my professional sales career. Uh, we are I am come I am publishing my own work this summer. So, my own work will be out in about 3 to four months from now. Uh, so you you will actually be able to have access to my own book. It will be published here sometime this summer. But I would start with that book. Socratic dialogue is a very good book. Uh but what I am teaching over here over the

eight weeks is really my combined knowledge of reading and going through and learning everything I taught myself to learn to make over 2 million years in selling and every single sales book I've read, every single sales seminar I've been to, everything. It's a combined result that you're going to get in the 8 weeks. So, it's basically like 600 sales books, about 75 to 80 different conferences, and it's me probably spending 125 to about 150,000 on sales training over the last several years, and you can learn it all here in 8 weeks. Hopefully, that answers your question. All right, guys. We got more time, more questions here. Uh, okay. So, Todd asked me as well, in addition to this training, what one book would you recommend on selling persuasion? Well, I've got a couple other books as well that I would suggest to you. Uh, one of them is called Daniel Pink. Daniel Pink has a very good work out there um called To Sell is to Human. To sell is to human. So, I do quote him a lot in some

of works. It's Daniel Pink. That's a very good book. And there's also a good book called The Language of Trust. It's called The Language of Trust, Selling to a Skeptical World. And that's by Michael Malowski. if you were on the webinar uh a couple weeks ago, I actually brought up uh that book on there. So, those are very good books as well. Okay, guys, we got time for a couple more questions. I'm here. Ask me anything. I I realize over half of you that are in this group because I I keep I don't keep these groups huge because I do these a lot pretty much every day. So, I kind of keep you keep training you by group to group. So, if you've got other questions here, just ask away. I'm right here just waiting on your guys's questions. Okay, had another question here by looks like Nathan asking me, let's see here. Hold on one

second. Uh where did Nathan go here? Um okay, so hold on. I'm Okay, I've got you. So Nathan's asking me when uh when is the next training? So, the

next training, like I said, is next Wednesday night. It's next Wednesday night at 8:00 p.m. Eastern. So, that is March 9th at 8:00 p.m. Eastern. March 9th. You will get an email about that, just so you know. But just write this, write that down. You'll get an email. It's in the back office as well. It's already scheduled. Okay. Got another question here by Neil. How would you translate the dialogue approach to autoresponder emails or maintain that neutral presentation through sales email? So Neil, you're basically asking me how to rewrite your emails where they don't sound hypeish and salesish, correct? Okay. Um, we will go through some of that. Um, I don't really train you specifically on how to write your emails, but what I train you over the next weeks 3 through 8. You will take that same sales information and the way we word those questions and you'll just put that in an email setting. It's almost like copy and paste. I'm not going to go through and say, "Okay,

change your email to this, change your email to that, unless you bring it up, you know, as an example, but you will pretty much copy and paste the questions I teach you week 3 through 8, and you will apply them to your emails." Like when I email people too, I do ask questions that really probe deeper in those conversations, and you will be able to use dialogue in your emails. So, you'll get a much much higher conversion rate, just so you know. Hopefully, that answers your question, Neil. Okay guys, I got time for one more question, one or two more questions here. I always leave it open for you for, you know, half an hour for questions. We got a smaller group here because we're doing it in the afternoon. Usually in the evenings, we have a lot more questions. Okay, got another question here. Uh, it's from Brian. Brian said, "It's going to take me a second to type it." That's funny, dude. All right, I'll give you I'll give you 20 seconds to type

that question out. If you got other questions before Brian's question comes in, just ask me, guys. So, I'm going to give you a second there. All right, Brian, fire away with that question. You must be typing forever. What's your question? Ready when you are, dude. That must be an extremely long question, my friend. Okay, Brian, asked that question away. Got a few more minutes here. I'm not seeing your question yet. Okay, other questions. Let's ask more. Oh, there it is. Okay. Um, I have a service I sell that has many features. How would you recommend selling that with your model? Okay. So, Brian, that question I'm going to answer during the weeks of training because we could be on here for an hour because I for me to answer that question, I don't know what you sell yet. I don't know what those features are and I have to teach you how to position that. First of all, number one, you're going to ask, you got to find out, you have to ask yourself, what are the problems that your solution

solves? So, I don't want you to think about features anymore. Throw out your features. Who cares about your features? I want to know what problems your solution solves. So, if they do not have your service, what problems would they have? I want you to think about that. If they do not have your service, Brian, what problems would they have? We have to start thinking from a problembased mentality rather than

thinking about how do I sell features. Features do not sell. Period. Okay? We only bring up our features when we're presenting, which is towards the end of the sale. When we bring up the features and benefits they told us they're looking for. Okay. So, hopefully it answers your questions. But yeah, I mean, we'll go through this probably next week. This will be something that you're going to learn next week. And it would it I mean it literally take me an hour to go through this with you right now, dude. Uh going over all the benefits. Same thing. Stop selling features and benefits. You you

you got to understand when you're selling features and benefits, you look like what? You look like another salesperson trying to push something on them, right? Start thinking that you are a problem solver. Problem solver. What problems does my solution solve that if they don't have my service, these are the problems they're going to have? Does that make sense? Hopey that makes sense to you. Okay. And like I said, Brian, we will start going through that next week. Okay. And it's uh because I've got to find out more details on your product and service. Next week's train is going to be a lot more interactive because you guys are going to be on there participating with me. Okay, guys. I've got time for one more question, then we're going to end this call. One more question. Who's got the last one for this afternoon? Going to give you guys a few seconds. 5 seconds. Any questions? Going once, going twice, going three times. Okay, let's go and end the webinar here. Make

sure you guys will be able to go back and review this training at any time. You now have the psychology and mindset of being a seven figure salesperson compared to a mindset maybe of somebody who's getting average results and selling. So now that you understand the psychology, now that you clearly understand the mindset, which is going to take you a while, guys, to get this ingrained in you, I mean realize I didn't learn and get this ingrained in my mind in 3 days or by hearing two hours of training. It takes time, but this is the first step. So week three, now we're going to get into the specifics. Now we're going to roleplay. Now we're going to go through your products and services, how they solve people's problems. We're going to learn the right questions to ask at the right time. We're actually going to learn what those questions will be. They're going to be scripted out for you. So, next week is going to be very, very exciting. I can tell you that. Okay, this webinar

is a wrap. Look forward to seeing everybody week on next week on week three's training. This call is a wrap. Thanks for everybody for being on the call.