Selling Essentials

Introduction: Welcome to Selling Essentials

Hello Entourage’rs and welcome to Selling Essentials!! :-)

HOOK: THIS is the course that enables you to significantly drive revenue, increase profitability, bring more cash through the door and ultimately scale your business. For over a decade this very course has been the ultimate favorite for our Members, because these are the strategies that, put simply, make you more money immediately. Last time we ran this workshop live, the Members in the room generated $2.39 million in sales from leads that they had in their pipeline. These strategies are powerful and when implemented will transform your business forever.

BEGINNING OF PROBLEM STATE: Sales is the area that will make or break your business and yet it’s an area that most business owners really struggle with. The reason for this is that most businesses view sales completely backwards. Back in the 80's and 90's, sales was all about pushing products *at* people. What mattered was pitching and closing. Thankfully, the world has moved on since those days, but unfortunately the way most businesses think about sales still hasn’t progressed, and it is killing their growth.

The world has changed. Consumers have changed. If your business has not kept up, there will be a disconnect between how you sell and how your consumer wants to buy…We live in a world where people love to *buy*, but hate being *sold to*. We want to *buy* a car, we want to *own* a car, but we don't want to be *sold* a car. We want to buy a home, we want to own a home, but we don't want to be sold a home.

The 8 Steps to Selling Essentials gives you a framework to help your customers to buy more, so that you and your team can sell less.

There’s a sequence of how the brain works when it makes easy buying decisions. You made hundreds of decisions today between when you got out of bed, and when you sat down to watch this session: Whether you’re working out what to have for dinner, or buying a multi-million dollar home, the buying decision is exactly the same.

What we’re going to do in this short course is look at the exact sequence that makes it easy for your customer to make a really good decision - and that’s my definition of selling: to give people information in the way…THEIR…brain needs it, to help them make better, faster decisions.

THIS is the fundamental psychological shift you need to make to revolutionize how you approach sales: We must stop creating a *selling* mindset in us and our team, and start creating a *buying* mindset in the customer.

The companies that grow faster than any others are the ones that have achieved two things:

1. They’ve developed an offer that CONNECTS with the hearts and minds of their consumers.
2. They have turned that connection into a SALES PROCESS that can be optimised, trained, managed, and scaled.

It’s crazy to me how many businesses systemise just about everything except the one function that drives their revenue.

When you don’t have a defined sales process that bottles best-practice, you come up against three problems that stifle the growth of your business:

**The first is, a drop in conversions**: When we haven’t developed the ability to elegantly and confidently lead our consumers, we second guess ourselves. When we second guess ourselves, guess who picks up on this? That’s right. The customer. When you don’t have a sales process, you and your team lack the certainty and confidence required to get people to take action. **In a world full of uncertainty, people crave certainty.** Sales is nothing more than a transference of certainty. What happens when you give your customer greater certainty, faster? Your conversion rates increase. Your average dollar per sale increases, and therefore you start to make more money without working harder.

**The 2nd problem that occurs when you don’t have a sales process is that time to sale increases:** When you fail to lead your prospect, sales becomes a game of phone tag at best, and cat and mouse at worst. Objections such as, “I need to think about it”, and “we’re not ready” are all symptoms of not leading your prospect effectively. This stretches out and draws out the time it takes to actually convert new customers. That’s why from Selling Essentials, we’ve had web developers take their sales process from three months to four days, because a highly effective sales process gives you the foresight to know where you are leading your prospect. In turn, this gives them comfort that they are in safe hands, and the psychological safety to make a decision. **Sales is leadership and your prospects are begging to be led.**

**And the third problem you’ll experience when you don’t have a sales process is that you can’t scale your sales function:**

Sales is one area that founders really struggle to scale. In the vast majority of businesses you, the founder, are **the main revenue generator.** To test whether this is true for you, just ask yourself: “If I stepped away from my business for six months, would the sales in my company drop?” If the answer is, “yes, of course”, you're not alone. This is a universal truth among business owners.

The reason for this is that the vast majority of business owners sell intuitively. As they start to build their sales team, this translates into *everyone* selling intuitively according to their own personal preferences. A sales function with several different people, selling in different ways based only on their personal intuition and preferences, is completely unmanageable.

Please write this down: **I must create an, “our company way of selling,” A methodology that bottles how you and your business systematically and elegantly move someone from “I’m interested” to “How do I buy?”**

Selling Essentials helps you to do just that. By developing your sales process, we’re SYSTEMISING sales for you in a way that achieves three things:

1. Increase your conversions, meaning you make more money from the same amount of work
2. Shorten your sales cycle, which accelerates growth
3. Increase average dollar per sale, which has an exponential effect on the PROFIT of your business

This is the unlock to not only enhancing your own sales ability, but ultimately to creating a truly scalable sales function.

Selling Essentials is a short-course that is close to my heart because sales was the first area of business that I mastered. The principles I’ll be sharing with you are the result of a 30 year-long obsession with how the brain works, and deep study of leadership, management, influence, psychology, neuro-linguistics, cognitive behavioral therapy, brain development, human behavior. I always believed that the better I can understand people, the better father, husband, sales person, entrepreneur I can be.

Over the last ***20 years*** I’ve been applying these principles to business. I’ve built marketing engines to generate leads, I’ve built and trained sales teams across multiple industries, recruited sales executives, spent more than 20,000 hours in a direct 1:1 sales environment, sold from stage to over 300,000 people. Along the way I’ve invested over $40 million in generating leads and converting them to sales. Selling Essentials is my way of distilling 20 years into 2 hours, these are the most powerful strategies that are going to enable you to help your customers to buy more and buy faster, in such a way that is going to significantly accelerate the growth of your business.

I’ve always believed that your ability to communicate effectively underpins every area of your life. When you implement and start to embody these skills you will find yourself becoming a more effective person, a more impactful leader both of yourself and others. For me this is so much more than a conversation about sales, it’s a collection of the most powerful tools for human transformation that exist on planet earth. So yes, remember that while we’re talking about sales and these skills will unquestionably make you more money, this is also a journey of personal development that enables you to grow into the best version of yourself.

Your bible as we go through this course is your workbook: this is where you’ll APPLY. If you’re old school like me, you may want to print it out so you can follow along without switching between screens, if you prefer writing directly into your computer, it’s a dynamic PDF so you can do that as well.

When it comes to developing your sales ability and building your sales process, it all hinges on one fundamental question… “What drives human decision making?” In the next video we’ll dive into Step One of the Eight Steps to Selling Essentials, and answer that exact question.

Step 1: Positioning Strategies - Green braining your sales process

Welcome to Step One of the Eight Steps! Positioning Strategies - Green braining your sales process :-)

To develop your own unique sales process that helps people to buy more from you, more often, we first need to understand what drives decision making: not from the perspective of your business or yourself, but from the ***perspective of your customer***. This fundamental understanding underpins EVERY component of your messaging throughout your entire buyer's journey, from your marketing right through to helping someone buy. Let’s take a look at how the human brain works and how your customers ***actually*** make decisions.

You’re probably familiar with the concepts of left brain and right brain thinking.

What is the left brain known for? That’s right: logic and analytical thinking. To remember this just think “L” for left and “L” for logic.

And what’s the right brain known for? Emotion and creativity.

At The Entourage, we label the left side of the brain “red brain” and the right side “green brain”.

What do you do when you come to a red light? Stop! What color is a stop sign? Red! What are you looking for when you get to a stop sign? Danger/ Warning signs/ Reasons not to go.

When your prospect is anchored in the left side of their brain, their red brain, they will stop, wait, and look for danger.

Red brain is the “what if brain.” “What if I make the wrong decision? What if it’s too expensive? What if there’s a risk I don’t know about? What if there’s something else better out there?” Red brain increases procrastination, causing your prospect to pause, stop, and go back.

All over the world, the biggest and most common problem of salespeople is that they are forever… having… red- brain conversations. A red- brain conversation is any conversation about your product, the features of the product, deliverables, terms, contracts, price. We love speaking to these things because they are familiar; we know them and they’re what we’re comfortable with. Unfortunately, for most business owners and sales people, red- brain conversations become their comfort zone. They end up locking their prospects into the left side of the brain, and literally “red brain” themselves out of making sales.

On the other hand, what do you do when you get to a green light? You go! There have probably been times where you’ve driven through a green light, reached the other side, and thought to yourself, “Was that light green?” You felt so safe to proceed that you did so unconsciously, without fully registering the color of the light. Maybe there have been times when you approached a green light, a pedestrian or bike rider started to encroach onto the road, and you were startled. Why were you startled? Because you weren’t looking for…? danger. When a human being is operating from the RIGHT SIDE of the brain, they make decisions faster, without worrying excessively about negative consequences. They put the pedal to the metal, and go :-) We call this state of mind ‘“green brain.’” Green brain is the psychological key to helping your prospects make quicker, more confident decisions.

When you orient marketing messages and sales conversations toward anything logical like the product or service or features, you are having a red- brain conversation that will drive your conversions down. In contrast, when you help your prospect feel into and articulate their lived experiences, their challenges, their frustrations, fears, wants, dreams, you activate their green brain. Green brain communication is about moving past your product and INTO… the motivations of your customer/ It is about going beyond the product, and connecting with your prospect, in a way that accelerate decision making. Whenever you’re talking to their “WHY” you’re talking to the green brain. And the why makes them buy.

For someone to make a decision, you need both hemispheres of the brain activated. The most critical sales principle, which underpins every sale you will ever make, is this, please write it down, we’re on Page Four, the notes page of your workbook:

**People make decisions emotionally, and justify those decisions logically.**

There is a place for red- brain conversations in sales—at some point we need to handle the logistics. The key, however, is to understand that it’s a much smaller component than people understand. When a prospects green brain is activated, they will HAPPILY take care of the red brain stuff. But if you put them into red brain as soon as you start talking to them and you keep them there: you’ll be met with objections, delays, and the words every salesperson dreads hearing: “I want to think about it.”

Every marketing message, every email header, every social media post, every piece of copy, every sales conversation, every question you ask, every single touch point, from the language you use right through to how you tour your product or service, puts your prospect in either a red brain or a green brain state of mind. To maximize your conversions, we must know when to activate the red brain, when to activate the green brain, and how to use them TOGETHER.

Let’s look at how the language we use right throughout our buyers journey and customer journey, determines whether our prospect is in their red brain or green brain.

## Red Brain and Green Brain Language

When you use logical language, ask logical questions, and give logical answers, your prospects are going to be locked in their red brain. This will give rise to objections, procrastination, and ultimately a lack of decisiveness. If, like most people, your marketing and sales conversations are completely red brain, you’re literally talking yourself out of sales.

Turn to Page 5 of your workbook and let’s look at some of the most common examples of red-brain language throughout a sales process, and how we can convert it to green brain language to help our prospect to make better, faster decisions.

| **Red Brain Language** | **What’s Wrong With it** | **Green Brain Language** | **The Benefit** |
| --- | --- | --- | --- |
| **Pay**  “How are you going to pay for that?” | “Pay” is the quickest way to send someone into red brain. While everyone knows they need to pay for a product or service, it’s the part of the process that’s the least enjoyable. Sometimes it may make people anxious, or even sting a little. | “How would you like to *look after* that?”  “How would you like to *take care* of that?”  “Easy, now all we need to do is *fix it up*…” | People love looking after, taking care of, fixing up. It takes the sting out of the payment and enables the prospect to stay in their green brain. |
| **Appointment**  “Let’s set up an appointment.” | Appointments are boring and often painful. You make an appointment to go to the dentist. Please, don’t force your prospects to make an ‘appointment’. | “Make a time to *get together*…”  “Chat further to *make a plan*…”  “Have a chat and *build a roadmap together*…” | People cancel appointments, they don’t cancel on people. Green braining this step ensures you get a higher show rate and that people are excited to be there. |
| **Direct Debit**  “We do a monthly direct debit.” | No one loves having a monthly direct debit; it feels heavy and burdensome. | “It’s just a *monthly rollover* that *makes it easier* on your cash flow. Or you can take care of it *upfront and get a saving*. Do you want the easy option or the saving?” | It explains the benefit of each option in green brain language. Here, we are making every decision easy to make. |
| **Contract**  “I’ll need to send you a contract.” | Contracts are intimidating and cause people to think about worst case legal scenarios playing out. This is very red brain. In some industries, you will need a contract, but conversationally you can make it less intimidating. | “Once we make a plan we’ll be able to *sign off on it* and get you started.”  “All we need to do now is take care of *a little bit of paperwork*…” | The green brain language here softens this step, making it less scary and more inviting. You can still use a contract if and when you need to, but you can frame it conversationally in a way that makes it less intimidating in the psychology of your prospect. |
| **Proposal**  “Once we have that appointment, I’ll send you a proposal.” | A proposal suggests you’re proposing something, just like every other company the prospect is talking to. You don’t want to propose something, you want to present the plan. | *Tailor* the name of your document to your avatar and their *outcomes*:  Business coach or accountant: “A Growth and Expansion Strategy”  Interior designer: “A Beautiful Home Blueprint”  Personal Trainer: “Your Rapid Weight Loss Program.” | Never present a proposal. Always label it and language it according to the ***outcome*** the prospect is going for.  Further, do not ever send your plan to the prospect, you must ***present*** your plan to the prospect either face-to-face, digitally, over the phone, or in person. |
| **“Submit” button on a website** | We’ve been trained that the submit button is the final stage to committing. We need to make it less sterile and more enjoyable. | “I want it!”  “Send it to me!”  “Give it to me!”  “Let’s do it” | Green braining your buttons personalises your prospects journey and makes it fun, keeping them in green brain so they enjoy the process. |

As you can see, small changes to the language you use throughout your sales process has a huge impact on how that process *feels* for the prospect. You’re still addressing the red brain points and logistics, but you’re employing a language palette that is easily digestible. A main thread that you’ll pick up on throughout this entire course is that a fundamental factor in drastically improving your communication is moving beyond *YOUR* product, *YOUR* wants, *YOUR* outcome, and speaking from the perspective of the….consumer.

Green Brain communication is something that underpins ***every stage*** of your customer journey from marketing to sales and even product delivery. At each step of The Eight Steps to Selling Essentials, what we’re doing is green-braining your sales process in a way that helps your customer to make better, faster decisions.

In the next video we’re going to dive into Opening Strategies: this is all about ensuring your first communication with a prospect is one that lowers their resistance and increases their acceptance.

Step 2: Opening Strategies - Reducing buyers resistance and increasing buyers acceptance

Welcome to Step Two: Opening Strategies - Reducing buyers resistance and increasing buyers acceptance.

The outcome of Opening Strategies is to…. **lower… buyers resistance.**

When you walk into a retail shop, what’s the first thing somebody says to you? “Can I help you?” And what do you say? “No thanks, I’m just….. looking.”

WHY do we say that?

Because we don’t want to be…. sold to. As we talked about in the Introduction, everybody wants to buy, but nobody wants to be sold to.

And so we put up our barriers, we put up walls. I call these walls, **“BUYERS RESISTANCE”.**

Every prospect HAS buyers resistance. When someone visits your website, downloads a lead magnet, submits an enquiry, or has a sales discussion with you, they have a certain level of resistance // The-only-thing that changes is the INTENSITY of that resistance. Is it low, medium or high? And how do we take somebody that has a high level of resistance, and move them as quickly as possible to having a low level of resistance and eventually, no resistance at all.

What’s the opposite of Buyers Resistance? Buyers Acceptance. And if resistance is high, then by default, acceptance is low.

Most people rush to increase acceptance before they’ve decreased resistance. They try to tell the prospect about all the amazing things about their business or their product and all its features, and all this is doing is INCREASING resistance, because the prospect isn’t ready to receive that information yet.

It’s the equivalent of being in your car, having the handbrake firmly on, and pressing the accelerator. What’s going to happen? Worse, what happens if you have the hand brake on, and you floor it? What’s eventually going to happen to the engine? It’s going to blow.

We **blow** a lot of sales by rushing to increase buyers acceptance, before we’ve taken the handbrake off and decreased buyers resistance.

And so, one of the first things I obsessed over was how do I decrease buyers' ***resistance*** in the first two minutes of a conversation, so that the prospect is not just ready to listen to me, but hungry to share with me? How do I best switch the dynamic from them thinking that I’m going to sell to them, to them feeling like they are driving the conversation?

For this, I developed a super simple sequence of four steps, I call this AGES. The way I want you to remember this is if you think about the first time you see someone you haven’t seen in a while, you’ll often think, “I haven’t seen you in AGES.” AGES is the four step sequence of the quickest and most impactful ways to lower buyers resistance when you first connect with someone:

1. Acknowledge.
2. Gage.
3. Elicit.
4. Set and frame up.

And we are on page EIGHT of the workbook.

Let’s talk about how you do all four of these things within the first two minutes of talking to someone. Part 1, you can write it into your workbook, is “acknowledge”.

**The first thing we want to do is acknowledge where they have come from**, and we fire what’s called a Memory Anchor, which causes them to remember and put front of mind, WHY they reached out and WHY they wanted to have this conversation.

So, let’s say for example someone has enquired with your business and booked in to have a chat, to ACKNOWLEDGE where they have come from you **start** by saying:

“I’ve got a note here in my calendar that we’ve got a Discovery Session booked in right now that you arranged after you reached out through [lead source ie: website, downloading the ebook], are you ready to roll?”

If this is somebody that enquired and then spoke with someone on your team to book in for a chat, you could say:

“I’ve got a note here in my calendar that we’ve got a Discovery Session booked in right now that you arranged with [JANE] after you reached out through [lead source], are you ready to roll?”

This places the person back in the same emotional state they were in when they decided they wanted to progress and have a conversation.

**The second step is to GAGE how much they know about you and your business.** You do this simple by asking:

“So I know the best place to start, how much do you know about us, is it just from [lead source / team member] or have you been following us for a bit longer than that?”

Here if they say they are familiar with your brand, this strengthens your position and credibility in the conversation. If they say they’re not familiar with your brand, it gives you PERMISSION later on to introduce how you can help them.

**Next, we then want to ELICIT: “Why us why now?”.** This is really important… it’s where we elicit their primary need as to why they reached out. This puts them front and center, and positions THEY’RE motivation as the driving force behind why you’re having the conversation. And so immediately we’re taking the conversation away from being about the product, which is red brain, and making it about their motivations, which is green brain.

We do this simply by asking:

“And really curious, before we get started, what was it about [insert previous step here: lead source / your chat with team member] that made you want to reach out and have this session? Why us and why is this a ‘now-conversation’ for you?”

Here you want to identify a SPECIFIC NEED. If they answer really broadly and say something like, “Well, it looked like good content”...we haven’t actually elicited a need. As such, if they answer too broadly you want to help them get more specific. Again we do this **by asking the right questions**. Here you would ask:

“That’s great. And what’s going on for you that makes this a now-conversation? What’s the main problem we should be focused on?”

“Great, so that’s why now, what was it about [your company] that made you want to reach out?”

So…now that we’ve fired a memory anchor, gaged how much they know about us, elicited why they wanted to have this conversation, we now move to the fourth part which is to **“Set and frame up.”**

Here’s the thing: When you don’t have a sales process, you can’t lead. And when you can’t lead, sales conversations get awkward really quickly. Too many people let their prospect lead the conversation, but guess what… your prospect doesn’t want to lead the conversation! Please write this down: **Your prospects are begging to be led.**

We’ve all experienced this ourselves as consumers, when you reach out to a business wanting someone to help lead you to the right solution, but they’re either completely unhelpful at helping you to determine the right path, or they just start selling at you straight away before understanding your situation. Either way, they haven’t helped you better understand your problems and what solution is going to be right for you.

As such, it’s not enough to HAVE a sales process, we must tell people we have a process. This does three things: Firstly, it shows them they’re in safe hands because you have a process that you take people through, and therefore they’re not worried about “what’s going to happen”. Secondly, it sets the parameters of the conversation which prevents you and them from going off-course. And thirdly, it gives them foresight as to when they will be required to make a decision, this means there’s no angst about what’s coming and when they’re going to be asked to buy, but they can relax because they have foresight of the process.

To Set the Conversation Up, you want to break the conversation into three simple steps that your prospect can remember, this will be a beginning, a middle and an end. Generally the first step will be you finding out about them, the 2nd step will be you explaining what you do in a way that is completely TAILORED to them, and then the 3rd step will be deciding whether to move them to the next stage in the process. When I say, “the next step in the process” what I mean by that is some of you have a one step sales process where you get people started on the first call, in this instance the next step is them buying on this call. If you have a two or a three step sales process, the next step is scheduling the next call or the next step, which is where you will go deeper.

Let’s take a look at how you Set and Frame Up. Essentially you want to say:

“I’ve got a framework I like to use for sessions like this, there’s three things I’d like us to do today:”

1. [THEM] The first step is, I’ll ask some super simple questions to get a grasp on your [current situation and desired outcome] to make sure I feel we can help.
2. [US] I’ll also share with you, through the lens of our existing customers, a little bit more about us and how we [achieve the results that the prospect wants], just to make sure what we do resonates with you.
3. [FIT] After that, if I feel like we can’t help, I’ll let you know politely and try to point you in the direction of someone that can. And if I feel like we can then
   1. I can walk you through how we can tailor [product / service] to help you achieve that. How does that sound?.... OR if you’re not getting them started today and simply moving them to the next step you can say:
   2. We’ll book in a Roadmap Session which is where we’ll dig deeper into your [problems and opportunities] which will help me tailor a specific plan just for you. How does that sound?”

Now the prospect feels super comfortable that you have a process, they’re in the right hands, and that you’re going to lead the conversation.

By following the AGES four-step formula, you have hit on all of the psychological marks you need to, in order to have them feeling heard, supported and like they’re in the right place. You have now significantly reduced resistance.

In the next video we’ll dive into “Step Three - Buying Strategies”, this is the framework that enables you to deep dive into the buying motivators of your prospect, which not only ELIMINATES buyers resistance, but gives you everything you need to know in order to tailor your product or service especially for them.

Step 3: Buying Strategies - Eliciting the buying motivators of your prospect

Welcome to Step Three: Buying Strategies - Eliciting the buying motivators of your prospect.

As we spoke about, people often present their solution too soon. Leading with what we do, or getting to your product or service presentation too quickly, only leads to more questions about what we do, how we do it, and turns our solution into a commodity that the prospect is now going to go and shop around to see if they can get a better deal. One of the most common mistakes businesses make with their sales process is engaging in a rational, one-dimensional conversation that is overly product-focused.

Leading with what we do only INCREASES buyers resistance. We must first understand the buying motivators of the prospect.

Again, this is about going beyond your product and into the hearts and minds of your prospect. One thing we need to learn in sales is that it’s never about your product or service. Solutions are worth nothing in and of themselves. Please write this down: **Solutions derive their value, ONLY from the problems they solve. As such, we never present a solution until we’ve found a juicy problem.**

To properly understand the buying motivators of your prospect, we must first understand what shapes and drives all human behavior.

***Everything*** we do as human beings is motivated by two fundamental forces. We are on Page 13 of the workbook.

The first force that motivates behaviour is what we call **AWAY FROM Motivators.** Away from motivators are the emotional states and circumstances we want to move ‘away from’. This is your prospects current state, their challenge state, what’s bothering them, their frustrations, their fears. The most powerful force that drives human behavior is the desire to move away from pain or future pain; when I say “future pain”, this is when we’re not yet in pain but we believe that by doing something or not doing something we will experience pain in the future. As human beings, our number one motivator is to move away from pain or future pain, whether it’s physical, mental or emotional.

And second we have **Toward Motivators**, writing this into your workbook on Page 13**.** These are the things we want to move toward. Away from motivators are about pain, toward motivators are about pleasure. This is your prospects future state, their desired state, their wants, needs and goals. As human beings, our second core motivator is to move toward pleasure.

Everything in your life, however big or however small, is motivated by these two forces. From what time you set your alarm this morning (or if you chose not to set an alarm) to what you had for breakfast and the clothes you're wearing right now. Your reasons for completing this short course, or even your reasons for starting and building your business, to where you live and how you spend your time, and who you've chosen as your life partner (or if you've chosen to remain single) these decisions can all be traced back to these two fundamental forces.

The crucial insight here is that the same is true for your customer.

When you realize this, how you approach sales and influence changes forever. You stop trying to sell your product and instead, you help people go from where they are to where they want to be. This is green brain in its deepest form, because when you’re speaking to the experience of your prospect, this is ultimate green brain communication.

Sales is not about selling a product. It’s about helping your prospect go from their undesired current state to their desired future state. Your product is just the conduit you introduce at the end.

**Marketing, sales, influence and persuasion is all a game of “From / To”. Where are you leading me away from, and where are you leading me to?**

So, turn to Pages 15 and 16 of your workbook, and we’re going to do a foundational exercise that will underpin everything we do from here. You’re going to think through and identify: What are the top six Away From Motivators of your prospect, what are their biggest challenges, frustrations and fears that motivate them to buy? And what are their top six Toward Motivators, what are their wants, desires, dreams, that if you fulfill, you know they are buying from you?

Before you do that…on Page 15 I’ve given you an example. Here we have an Interior Design business that helps families improve the look and feel of their home, and I’ve unearthed the likely away from motivators, and corresponding toward motivators, of their prospect.

What I want you to notice here is that these motivators are NOT a list of product features, but a summary of what’s going on in the heart and mind of the *prospect*.

Each step of Selling Essentials builds on the last, as such, capturing the buying motivators for your prospect right now is critical to where we’re going. These are the foundations upon which we’re going to build everything else. So… pause the video now, take a few minutes and capture your prospects buying motivators in the table on Page 16.

[CUT]

Ok welcome back, by now you should have identified your prospects top six away from and toward motivators.

So, how do we turn this into a model that we can use in a sales context, to elicit these buying motivators from our prospect to place their motivations as the driving force of their buying decision?

We call this The Perfect Prospect and we’re on Page 17. The Perfect Prospect is a three step sequence to turning any prospect into the perfect prospect.

So, fill in the gaps in your workbook as we go through…

Step One of The Perfect Prospect: What does someone need to say, in order to be your perfect prospect? (Well, essentially they’d just need to say a few of the things that are on your Away From and Towards Motivator sheet, right?)

Step Two: What questions do I need to **ask**, in order to get them to say this?

And Step Three: Ask.

This is all we need to do to ensure that our solution fits each qualified prospect that we speak to.

So…we’ve essentially done step one: What does someone need to say to be the perfect prospect? The answer is: They need to say the buying motivators you’ve identified. And step THREEE will take care of itself, so let’s dive into STEP TWO: What questions do I need to **ask**, in order to turn any prospect into the perfect prospect?

The reason why questions are the most powerful tool in a one-to-one environment is that they elicit a response from your prospect. This is much better than you simply making statements about why you believe the product or service is right for them >> If you say it, they can question it. If they say it…. *it’s true*. Asking the right questions, in the right way, helps lead your customer while giving them ownership over both the conversation and the ultimate solution.

When it comes to asking the right questions, the model our members find most helpful is what we call 5Ws and H. This is a six step sequence you can use whenever you want to deep dive into your prospects buying motivators, and you’ll find it starting on Page 18.

Even when you’re communicating in a one-to-many environment like from stage, on a webinar, or even on a landing page, you can think through these questions, to develop a clear idea of how you’re going to shape the right messaging to really ***speak*** to the motivators of your audience.

1. **What: “What’s your number one priority, that if achieved would make the biggest difference for you?”**

You ask this question to help the prospect identify and articulate their desired outcome, and communicate how important it is to them. This number one priority is their *toward motivation* and will be the key to them ultimately buying at the end of the process.

Once they have answered this question you can help them GO DEEPER by asking one or two follow up questions, such as:

* 1. That makes sense; why is that one most important to you?
  2. That’s great, what is it about that that stands out for you right now?
  3. I thought you were going to say that! Tell me why that resonates.
  4. Why do you say that?
  5. In what way?
  6. That’s super interesting, elaborate on that for me.
  7. How specifically?
  8. And what’s been standing in your way of achieving it?

If you want to elicit 2 - 3 toward motivators, you can then ask:

“And what do you feel is your second priority right now?”

1. **Where: “Where do you feel not having [first priority] the way you want it is impacting you the most, both personally and professionally?”**

This question helps both you and your prospect understand their current problem state; it encapsulates their *away from* motivation. This question also helps your prospect to excavate what’s going on below the surface so that both of you understand *why* the problem state is a problem for them.

Listen for their response, then follow up with:

“I get it. And where do you think not having [second priority] the way you want it is impacting you the most?”

1. **Why Now: “Why is this important to you now? Why is this a now-conversation for you?”**

This question helps you establish urgency. One of the most common objections salespeople face is, “Thanks, that was great, let me go away and think about it.” When, early in the conversation, you ask the prospect to articulate why this is a “now-conversation” for them, you prevent this objection from arising further down the track, because you have already agreed that this is not a decision the prospect wants to delay.

If the prospect doesn’t express any urgency, we suggest politely wrapping the conversation by pointing them in the direction of something that will help them in the meantime. This is where the automated nurture sequence we discussed in Chapter Six: Marketing, comes into play. By placing them on an automated nurture sequence you can help them progres their thinking, and ensure you stay front of mind for when they are ready to pick up the conversation again.

1. **Question number four over the page…. How: “How long have you been feeling this way?”**

This question also helps prevent the “I want to think about it” objection from arising later in the process. Once your prospect acknowledges that they have been thinking about this solution for some time, and resolving it is at the forefront of their mind, they will not want to delay the decision any further.

Alternative ways to frame this question include:

* 1. “How long has this concern been building up for?”
  2. “How long has this been going on for?”
  3. “When did you first notice this?”

1. **When: “When do you need to see this changed/done/completed by?”**

This question creates a deadline by which your prospect wants to reach a solution. It draws a line in the sand, and helps to provide impetus for them to act. It also gives you an understanding of their future timeline, and in doing so enables you to tailor your presentation of the solution accordingly.

1. **What’s the number one challenge you have around this, that if solved, would make the biggest difference?**

This elicits where they need the most help from you, your product or service, it will give you a very specific and pointed need for your solution. Their response to this question will almost always be their number one driver in making a buying decision.

So in this video we covered the two forces that shape and drive all human behavior, we turned them into the top six away-from and toward motivators for your prospect, and we deep dived in the 5W’s and H, which is the model you will use whenever you want to elicit buying motivators.

Now that we’ve done that, you now have PERMISSION to introduce your solution. In the next video I’m going to give you a model for presenting any product, service or feature in a way that is compelling and attractive for your prospect.

## 

Step 4: Solution Strategies: How to present any solution using SSOFA

Welcome to Step Four: Solution Strategies! :-)

Let me ask you a question… have you ever thought to yourself: “I know the solution we offer is brilliant, I’m just not sure I’m presenting it in the best possible way”?

If so, you’re not alone. Perhaps you know that your product or service is better than your competition, but they’re actually growing faster than you because they’re out-marketing and out-selling you. Too many business owners are GREAT at what they do, yet they remain the world's best kept…secret because they’re not positioning their solution in a way that is compelling. My goal for this short course is to ensure you are never again the worlds best kept secret, but that you are confident and super compelling in putting yourself and your business out there.

What I’m going to give you right now is a model you can use to present any product, any service, any feature, any solution, in a way that has your customer saying, “I want it / give it to me now.”

And that model is SSOFA. We’re on Page 20.

:-) I know as parents we should never have a favorite child… but… IF… I did… SSOFA would be pretty close to being my FAVORITE language model. And the reason for that is that SSOFA can help you to present any product, service, feature, or solution in a way that is irresistible. It helps your prospect make good decisions, faster.

When you use this strategy, they don’t need to shop around, they don’t need to think about or ask for you to send them a quote, they just go Jerry Maguire, “You had me at hello." I want it, give it to me now.

SSOFA starts with Scenario.

As we discussed in Step Three - Buying Strategies, most people move into solution mode too quickly. We present the product / service too early, before we’ve found **or reflected back** the need of the prospect.

SCENARIO is where speak to:

Where are they now? What are their challenges? What are they experiencing and feeling?

What is their CURRENT REALITY or problem state they are looking to move AWAY FROM?

Scenario is where we simply reflect back to them, what they shared with us in Step Three when we elicited their needs using 5Ws and H.

**This is a really important point: It’s not enough for them to share their scenario with us, we must reflect it back to them before we present any solution. This way they feel UNDERSTOOD. This gives us PERMISSION to introduce our solution, because it is no longer a product or service, it is now a solution to an agreed problem.**

As I said, you can also use SSOFA when presenting solutions one-to-many such as a landing page, email, social media post, or presenting to an audience. When you’re one-to-many you hit the scenario mark by explicitly stating where the audience is now; their current problem state, that they have come to you to move away from.

We then move to…

### S: Solution

Once you have elicited and reflected back your prospects current scenario, you have *permission* to introduce your product as the **solution** to their problem.

This is the part of the sequence where you introduce either your product at large, a particular feature, or a particular part of your solution that will functionally solve their challenges. This part of the process can be more red-brain-dominant which is perfect at this stage, it gives them a logical understanding of what your product is and how it fits into their scenario and how it solves their problem. And we’re sandwiching the red-brain… We start with scenario, which is green brain. We then move to solution which is red brain. And we then move back into green brain territory by speaking to their desired *outcome*.

### O: Outcome

This step is where we help the consumer start to connect with their future desired state. Too many people present their solution or their product, and they stop there, leaving it up to the prospect to work out how it will benefit them. They’re assuming the prospect will figure it out for themselves. But guess what? While the outcomes of your solution may be obvious to *you*, they’re not yet obvious to your prospect.

I mentioned earlier that sales is leadership, and you need to LEAD your prospect to an understanding of exactly what outcomes your solution will help them to achieve. What is the *result* of the solution you just introduced? What **outcome** will this product or feature take them toward?

Scenario is their away-from motivation, and Outcome captures their toward motivation. What is their future, desired state? In “Outcome” you show them what’s possible and paint a picture of that future.

And we don’t stop there. Why? Because people don’t buy products. They don’t even buy outcomes. Products and outcomes are all just steps on the ladder to what people really buy… *feelings*.

### F: Feeling

As we’ve discussed, everything we do as human beings is driven by two forces: the need to move away from pain and the need to move toward pleasure. By systematically ingraining feelings into your sales process, you ensure that every time you or your team speak to a potential customer, you are connecting them emotionally to how the solution will improve their life.

This is the ninja part of this step: When we touch on feelings, we do so by addressing both the away from and the toward motivators. So we go from negative to positive. This is an emotional from / to.

Bringing back the example of the interior design business above, this may sound like: “So you can stop feeling *overwhelmed* by the huge task of making your home beautiful (negative emotion), and instead feel *empowered* knowing that you have someone who will support you through the process and ensure you’re making the right decisions (positive emotion).”

This is so important that it’s worth repeating: your customer is not buying your product. They’re not even buying the outcome of the product. They’re buying the **feeling** that the outcome gives them. Embedding this step into your sales process ensures that every time a solution is presented, it is completely green brained.

Once the prospect is connected to these feelings, you can move on to the last step.

### A: Agreement

You need to ensure that, in every sales conversation, whether it’s one-to-one or one-to-many, you are pacing the conversation. Too many people rush through their sales communications, and in doing so they lose their audience. Throughout each sales conversation, presentation, or landing page, you need to ensure that you are gaining micro-agreements along the way. This ensures that your prospect is enrolled and taking ownership of the journey with you.

An easy and useful way to gain micro agreements throughout a sales presentation is by using tag questions. These are questions that end with a prompt that elicits a ‘yes’ response from your prospect, which invites agreement.

That makes sense, doesn’t it? You can see what I’m doing here, can’t you? I just made you say yes, didn’t I? I’ve done four of them now, haven’t I? Well that’s because they’re easy, aren’t they? You’ve just got to practice them, don’t you? I’ve done seven of them now, haven’t I? But if you do too many of them they get annoying, don't they?

You get the point. For this reason, I suggest only ever using one or two at a time. These typeof micro agreements enroll your prospect into the conversation and keep the conversation progressing in a common direction.

When you’re seeking a deeper agreement, and want the prospect to articulate something, you do this by using OPEN questions. Open questions are questions that can’t be answered with a simple yes or no. Instead, they elicit an opinion. In a sales context, the key to asking open questions is to ensure the question frames a positive response and gains **agreement**. For example:

* “From what we’ve discussed, what’s sticking out as the most important part for you?”
* “How do you think that would help you achieve your outcome?”
* “How would you feel knowing that the end result is exactly what you have in your mind?”

Whenever you have a lack of rapport in any sales environment it is due to poor pacing: usually proceeding too fast. Instead, **pace the conversation at the rate at which you can maintain agreement**. When you take the time to gain agreements throughout your conversation, you help your prospect to feel comfortable and ensure they are ***taking ownership* of the solution.**

## SO… LETS TIE IT ALL TOGETHER :-)

Let’s revisit the interior designer example again, and imagine a hypothetical solution, to illustrate both how most salespeople screw up conversations by triggering the red brain, and how the five elements of SSOFA should come together, comfortably and conversationally, to activate the green brain.

A standard red brain presentation might go something like this:

*“Ok great, we’ve got three options, the Gold, Silver and Bronze Options. The Gold is $10,000 because that includes everything, we develop a style guide with you, buy everything for you, and then help you install and style it in your home. The Silver is $8,000, with the Silver we develop the style guide and help you buy the items, and you place them in your home as you see fit. And the Bronze Option is $5,000, where we develop the style guide and offer some support, but the rest of the process is really over to you.”*

Not good. I feel as awkward saying that as you do listening to it. It’s no wonder most people hate sales. When done in this kind of style, it feels weird.

This type of delivery is centered entirely around what? The products and the price.

In other words, it’s based on the agenda of the person selling, and *not* the consumer. The salesperson is literally just presenting options; even worse, they are doing so in a way that triggers the red brain over and over again. If you’re a consumer on the receiving end of that conversation, all you’re thinking about is price, whether you want to install the items yourself to save $5,000, whether you can find a similar service somewhere else for cheaper, or perhaps whether you just do the whole thing yourself and save the money.

Selling this way locks prospects into their red brain, increases buyer’s resistance and does almost nothing to increase buyer’s acceptance.

If we were able to tune in to the internal dialogue of the prospect as they heard this, it would sound something like: “Oh I think she wants me to make a decision soon, this feels really awkward, what do I do? Quick, think of an excuse I can make to buy myself more time. I reckon I could find something cheaper. Just tell her that you have to discuss it with your partner.”

What then comes out of the prospects mouth is, “Okay great, let me discuss it with my family and come back to you.” Or, even worse, “Are we able to get the Gold Package for $8,000?” Whenever you get into bartering, discounting, or talking about features, you know the consumer is deeply entrenched in their red brain.

Now let’s take a look at how a similar solution may sound using the SSOFA model. Usually, SSOFA would be handled in a very conversational way. For the purpose of this example, however, we’ll assume you’ve elicited the prospects buying motivators, and are reflecting them back to the prospect.

*“****[Scenario]*** *So just to recap, you feel like you’ve fallen out of love with your current house, because it’s not functional nor does it feel like a home, which is very important to you. This prevents you and the family from wanting to spend more time at home. Indirectly, this is leading to some disconnect and isolation from each other, which is, as you say, our number one priority for the project. We get it, the vast majority of our clients end up arriving at the same conclusion, that styling their home is less about look and more about connection, so we’ve been here before.*

***[Solution]*** *That’s exactly why we created the Bespoke Home Beauty Program, to support families like yours through a journey of transforming their house into a home they love. Together, we navigate the journey of designing your beautiful home, bringing everything into the space, and making it really sing once it’s here.*

***[Outcome]*** *So that one day soon you’ll walk into this very space with it feeling like a beautiful and connected home where you can start creating magic moments together.*

***[Feeling]*** *That way you can stop feeling like you’re living in a house that really isn’t you, and instead feel nestled in a sanctuary that the family won’t want to leave.*

***[Agreement, Open Question]*** *How does that feel?”*

When we present it like this, we’ll likely get the response:

“Thank you! That is *exactly* what we’ve been looking for.”

To which you respond:

*“Perfect, tell me why you think it’s ideal for you right now.”*

Gauge the prospect’s response, and only *then*, once you *know* that this is the solution they want to go ahead with, do you present the price.

Presenting SSOFA should feel conversational, natural and even fun.

This really highlights one of the main learnings I want you to take from Selling Essentials:

The more skilled you become in sales, the less salesy you will be.

Because you’re able to lead people confidently and elegantly and in a way that they want to be led.

So, let’s turn to Page 21. APPLY

In the next video we’re going to talk about, not how to overcome objections, but to eliminate objections so that they never come up.

Step 5: Objection Strategies - How to eliminate and prevent objections

Welcome back! Ok, so far we’ve been green braining our entire sales process, we’ve reduced resistance using Opening Strategies, we’ve elicited the prospects buying motivators using 5Ws and H and Buying Strategies, we presented our solution in an irresistible way using SSOFA and we’re about to present price and get them started, however before we do that I want to share with you how we eliminate and prevent objections, so that when we get to steps 6 and 7, they flow smoothly.

So, Welcome to Step Five: Objection Strategies.

In old school sales this was known as “overcoming objections”. I take that one step further and focus on eliminating and preventing objections.

What most people do in a sales context is they present their solution too early, without having elicited the buying motivators of the prospect, and without having eliminated objections throughout, and then they get to the end of the conversation, present their product and price in a red brain way, and wonder why they’re getting objections and people just aren’t buying.

What you’re doing with the entire Eight Steps to Selling Essentials is lowering buyers resistance, increasing buyers acceptance, and eliminating objections throughout the process BEFORE you get to presenting price, and before you get someone started.

The key to objections is this, please write this down: **If the prospect brings it up it’s an objection, if you bring it up it’s a conversation.**

What does that mean? That means that I bring up all of the reasons why they may not get started, throughout the presentation and before we get to price, so that I’ve emptied their ammunition. It is SO much easier to raise and eliminate objections throughout the conversation, rather than get into a tug of war at the end and needing to overcome them.

In this video I’m going to give you FIVE strategies to systematically eliminate and prevent objections, so that by the time you get to presenting price and getting someone started, you both know that it’s something they want to do, and they have no objections to raise.

When you put objections under the microscope, there’s really four main categories the most common objections fall in to:

1. It’s not for me.
2. I need to think about it.
3. Money objection.
4. I need to speak to my business partner / life partner.

So, let’s go through each of them and I’ll share with you how we prevent them from coming up.

“It’s not for me” - Case Study

When we start out in business, we don’t yet have any successful customers or clients. As such we start marketing and selling without case studies because we don’t have any. The problem occurs when years and years go by, we build up hundreds or even thousands of happy and successful customers, yet because we’re IN THE HABIT of marketing and selling without utilising or amplifying the results we’ve achieved for our customers, we never embed case studies into our sales process.

If you want to increase your conversion rate, ADD MORE CASE STUDIES. Show me people, like me, that we’re in a similar position, explain to me where they were at, what their apprehension was, why they ultimately bought, and the results they have achieved since. This is what’s called social proof and it speaks to the psychological truth that no one wants to be the first, no one wants to be the one out on a limb, so by providing examples of people like me who have gone before me and been successful, it GREATLY reduces my buyer’s resistance AND increases my buyer’s acceptance.

What I found when I was sharing case studies is that there was six things that I was doing, and so this became another Strategic Model:

A great case study follows Six Steps and you can find these on PAGE 23:

1. Introduce characters. Make me care about the characters of the story. I must feel their humanity and see myself in them.
2. The before picture. Think back to “Scenario” in SSOFA, what was their reality, their challenge state, what problems did they have?
3. What hesitations did they have? Why did they end up buying?
4. What changed for them? Now, this is your product or service, but here you want to outline HOW they used it. That ;eads to point 5…
5. What did they love the most?
6. After. This is where you want to outline the results. Results are best when they are specific, measured and timed. However we don’t end there, we want to come back to emotion…So Step Seven is…
7. Effect. What effect did this have on them both professionally and personally?

Following this format will enable you to present case studies in a way that move your prospect right along the buying spectrum, and ultimately ensure that they can SEE that your solution is for people like them.

Let’s move to number two: “I need to think about it”. For this we use the Time Frame Eliminator!

You’re already doing three things in Buying Strategies, 5Ws and H to prevent this objection from coming up, you’re already asking: “Why us, why now?” in Question 3. You’re asking “How long have you been thinking about this?” in Question 4, And your asking “When do you need to see this changed/done/completed by?” in Question 5.

But let me give you a FURTHER Strategic Model to embed into 5Ws and H, on the back of Question Four, to help you absolutely :-) OBLITERATE the “I need to think about” objection from arising further downstream:

1. So you ask question four: “How long have you been thinking about this?”

Response: “About six months.”

1. Six months? Why have you been thinking about it for six months?
2. Do you think that six months is long enough to have been thinking about it? Are you sure?
3. Well I’m really glad you stopped thinking about it and decided to get started today.

The model that we’re using here is simply Open Question: “Why have you been thinking about it for six months?” Closed Question: “Do you think that six months is long enough to have been thinking about it? Are you sure?” And Statement: “Well I’m really glad you stopped thinking about it and decided to get started today.”

**What are they now not going to say when it comes to getting started? “I need to think about it.”**

**Awesome, let’s move to number three…**

**Money Objection:**

Here’s the thing with money…Everybody knows the cost of DOING something, almost no one understands the cost of NOT doing something. I call this, the “Cost of Inactio”n. Our job as influencers is to get the prospect to understand that the cost of NOT taking action is FAR greater than the cost of taking action.

For this, I developed a super simple three step sequence that STRETCHES THE GAP between where they are and where they want to be, and helps them understand how much it is costing them to NOT take action.

### **WE DO THIS BY ASKING THREE SIMPLE QUESTIONS:**

1. And if we imagine one year into the future… Where do you want your [insert topic here: health, property portfolio, home interior, business, website, marketing] to be a year from now?
2. And where are we today, what’s the starting point?

1. “Ok great, so just to summarise, we’re currently [here] and we want to be [there]? So this is a [GAP] conversation right now? Wow. I can see why you reached out.”

What we want to do here is quantify the dollar amount cost, or value cost, of NOT having your solution.

On Page 28, I’ve given you nine examples from nine different businesses of what stretching the gap in sounds like.

The Question for you is: How can you best quantify the dollar amount, or value, of NOT having your solution?

And lastly, we have the “I need to speak to my [other decision maker] objection.

**For this we have The Decision maker frame, and I’ve just given you the script for this on Page 30.**

The key to preventing this objection from coming up, is to elicit the decision makers BEFORE THE MEETING, **when you’re setting up the session**, so you can ensure all decision makers are there.

**We do this using 2 Steps BEFORE the meeting, so this is done either in your Qualifier Call that you have to get people to the proper sales meeting, or if you don’t have one of those just give them a confirmation call and call it a Cant Wait To See You Call.**

DURING this Qualifier Call you want to ask:

1. Who else is involved in helping you make decisions around the direction of the [business / home / website]? If we’re going to make a plan, who else needs to be there in order for you to sign off on the plan so that you’re ready to just roll with it?

[Response]

1. Got it. Well it sounds like you guys are in this together, is that right?

**Step 2 is then at the END of the Qualifier Call, when it comes time to booking the session or confirming the session, you want to let them through this process like this:**

1. I’m just opening up my calendar, have you got yours there?
2. OK, this afternoon at [time] or tomorrow at [time], looks good which suits you?
3. As I said, this [Name of Session] will go for anywhere between 60-90 minutes, so let’s set aside 90 minutes and we’ll use zoom so I can screen share with you, does that set up work for you?
4. And this time works well for [other decision maker] also?
5. Great, and what’s their email so I can add it to the calendar invite?
6. I've just sent you a calendar link, just accept that now. [Have them accept the calendar invite while they’re on the phone]

By using the Decision Maker Frame BEFORE you get to the proper sales meeting, you’ll make sure that all decision makers are always present.

Now that we’ve reduced buyers resistance, elicited the buying motivators of your prospect, presented our solution using SSOFA, and ensured that we’ve eliminated any objections throughout the process, we’re now ready to present PRICE and get them started in a way that makes buying easy and fun. That’s what we’ll cover in the next video.

Step 6: Presentation Strategies - How to present price in a non-logical way. (This video has flipchart)

Welcome to Steps Six! So far we’ve covered how to position yourself and your business using Green Brain Strategies, you’ve lowered buyers resistance and increased buyers acceptance, you’ve elicited the prospects buying motivators to understand exactly what they do and don’t want, you’ve presented your solution using SSOFA in a way that is super compelling, throughout we’ve eliminated ALL of the potential objections so that we no longer get any…

Now, we want to talk about, what? Cost. Investment. Dollars and cents. And is money green brain or red brain? It's red brain. Just seeing a dollar sign will put you straight into red brain. So, we need to green brain our Price Presentation and that starts with green braining the OPTIONS that we give people.

In Step Six we’re going to do exactly that, I’ll share with you the exact model for presenting price in a non-logical way… and then in the next video in Step Seven I’ll show you how to get someone started in a way that makes it super easy for them to say…”Yes”.

**So, let’s jump into Step Six: How to Green Brain Your Price Presentation…**

The fundamental of price is that often the more options you give someone, the more confusing it is. When you give someone five options, it's overwhelming and they want to go away and think about it.

**Our job is to make it EASY for people to make a good decision.** Too many options makes it red brain and pulls the handbrake up. The most options you should give is three, ideally you give two, don't give one.

This might be offering them two different product options that BOTH suit them.

OR… If you only have one product, one solution, it might be offering the one product with two different ways to pay. Option One is a payment plan, Option Two is paid up front. So there's two different ways to take care of that one solution.

You can create different options based on time frame: Option One is you get it in four weeks, Option Two is you get it in two weeks.

If you have a product ascension model where your product suite it sequential ie: they buy the first product, then the 2nd, then the 3rd, then the 4th, and you don't want to offer two different products at each step, your options could be that they either buy all four at once, or they start with level one.

The reason we do this is that we want to give two options where both answers equal yes.

If I ask you if you want a texta, it's either yes or no.

If I ask you whether you want a blue texta or a green texta, it's either yes or yes.

Please write this down: **We want to give two options where both answers equal yes.**

ONCE WE HAVE OUR TWO OPTIONS

From there we want to determine the **effect or benefit** of each option, we do this on Pages 35 and 36

We must name our product options with green brain names that focus on the... customer. To do this, follow these four steps:

What is the current name of Solution One? Write it down. Where you will trip yourself up in creating Green Brain names is if you just sit there thinking, “What’s the best Green Brain name?” Don’t do that. Follow this three step process from a to c.

The next question…What are the outcomes of this solution? Write them down.

In the next question we want to look at…What are the effects of these outcomes? What are the ultimate benefits of these outcomes?

And then down the bottom of the page we take the effects and ultimate benefits, and use these words to formulate a green brain name.

We use the EFFECTS because it helps us to come up with a name that MEANS SOMETHING to the customer when you present it to them.

For EXAMPLE, let's take perhaps one of the most red brain products we can think of, it’s an accounting business and let’s start at the top of page 35, Option One the current name is “The Compliance Package.”

In the next question, what are the outcomes of The Compliance Package? This is going to be things like: Up to date figures, financial visibility, the ability to forecast accurately

If we then look at the next question, the effects are: Less stress, it frees up your time, peace of mind to focus on business growth, you have accurate information to make better decisions.

So our Green Brain Name for Package One could be: The Be Free Program, The Business Growth Program, The Smart Executive Program because it helps you make better decisions.

You then want to follow the same process for your SECOND OPTION on Page 36.

If we develop a 2nd product option for the accounting business, maybe it’s a package that gives the client not just compliance, but the CFO services, strategic accounting services, as well as the compliance services. And perhaps the Green Brain Name for this option becomes The Business Mastery Program.

We’ve now got two options, both with Green Brain Names. For the Accountant our two options are going to be:

The Business Growth Program or The Business Mastery Program

What you don't want is one good option and one bad option, such as: The Custom Made Package or The Off The Shelf Package. Because "Off the Shelf" isn't a benefit. Both names need to **highlight the benefit.**

So super simple…We’ve got two options, both with green brain names, and both are beneficial to the client.

Once we’ve got our 2 - 3 options, the question then becomes….how do we present PRICE?

Whisper: I'm going to give you a really cool way of presenting price in a non-logical way.

We do this using the T-Bar Option. You might draw it, or you might verbalise. I'm going to draw it for you now, so if you're just verbalising it over the phone you've got a visual to remember and therefore you can present it in the same sequence.

If I'm sitting with a prospect I'll just grab a piece of paper and draw it out for them, if I'm on Zoom I'll use an iPad that's connected to the screen so they can follow along. If I’m on the phone, I’ll just talk through it using this sequence. Right now, I’m going to draw it on the flipchart so that you can follow along.

Give a demonstration using Challenger Model script. Have the model on the TV behind the camera. SLIDE 90.

That's how you close a sale. Did she chose the price or did she chose the name… the benefit? ***She chose the name, the benefit.***

**There are seven steps to a price presentation.** There are just seven steps. Turn to Page [x], write these in with me.

Step One is the green brain name...(JD: Complete in workbook and go from workbook)

We're giving two options so that it's a yes, or a..... yes.

This is the template to present price in a green brain name.

Our job is to make it easy for people to say "yes", and that makes it SO much easier, doesn’t it?

In the next video we’re going to talk about Starting Strategies, which is how do you go from here to someone saying, "Here's my payment."

Step 7: Starting Strategies - How to get them to say “yes” easily

Welcome to Step Seven: Starting Strategies - How to get them started.

The good news here is that now that we’ve done steps one to six, this step is perhaps the easiest step of them all.

I’m going to share with you two different ways to get people started in a way that is super easy for them, and has them feeling great about buying

The first is the Challenger Model and we are on Page 40.

The 2nd piece of good news is that you guys JUST saw me do this, now I’m going to give you the ELEMENTS to what I did so that you can replicate it.

Step one of the Challenger Model starts with, as you heard me say:

1. Of the two, which are you LEANING more towards, Green Brain Name or Green Brain Name? Asking the question in this way makes the decision easy. Once you ask this first question, you zip it, whoever talks next, buys.
2. So B is it? This is where we have them confirm it in their mind.
3. Why do you feel B is best? Have them verbalise to you why they have confirmed it.
4. Based on that, I would agree, so let’s get you started. All we need to do now is… [and then you insert the next step here, if they need to fill something out, just say: all we need to do now is a little bit of paperwork.”

And then you get them started.

The second option I’m going to give you right now, is the **Next Steps Model**.

This is for those of you who have clear next steps…The next step model makes it easy for the prospect to say “yes” to getting started, by having them agree to the steps that happen after they get started.

These smaller action based decisions then help CARRY the major decision and make it easier for your customer to feel comfortable in making decisions...

Se, we start at the same starting point, number one:

1. Of the two, which are you LEANING more towards, Green Brain Name or Green Brain Name?
2. So B it is?
3. Ok great. All we have to do now is…

Get your logo’s and design files in high res, who is best to chat to regarding this? OR

All we need to now is…Find the best time to do the initial strategy session, is this week or next week, a better time? OR

All we need to now is…See if express shipping is best, or whether you’re happy with standard delivery?

1. Complete the Action or Activity
   1. Get the persons email
   2. Get the calendar out, book a time
   3. Get the prospects preference of shipping
2. Great, now let’s get you started. All we need to do is… [a little bit of paperwork…]

We’ve taken the sting out of the process, we’ve taken the awkwardness out of the process, we’re getting them started in a way that is SUPER EASY and fun.

Step 8: Referral Strategies - How, when and why to generate referrals

Welcome to last step of The Eight Steps to Selling Essentials: Referral Strategies: How, when and why to generate referrals.

Most businesses spend all of their marketing and sales efforts trying to find new people, instead of utilising the people who have already bought from them, to help them generate leads. One of the most effective ways to organically grow your customer base is to systematically ingrain generating referrals into your sales process and your customer journey. Not only are these leads low cost or no cost, when someone is REFERRED to you, they have a MUCH lower buyers resistance, if any, because someone they trust has bought from you, used your product and communicated the benefits to them. So they’re not going to shop around they’re going to want to buy quickly because they know you’re good.

Referrals for me are infinite, because when someone gets started, and they refer three people and each of them refers two people, and they refer three people… the cycle continues forever and gives you **an upward spiral of growth**.

The problem with referrals is they’re often done in a way that is REACTIVE: When you do good work, people talk about you, a lead comes in, you say, “How did you find out about us?” And they say, “Such and such said I should use you.” But when you do this reactively you’re not controlling it, you’re waiting for that lead to come to you.

So we need to compliment that with PROACTIVE strategy that systemises referrals. This is where someone gets started and gives me two names of someone else that needs the same thing. Reactive referrals are great, but we want to compliment that with a proactive referral strategy.

As human beings we’re social creatures, you might have been to a restaurant, had an amazing experience and told your friends about it. We WANT to refer people to good experiences. And there’s TWO reasons for this: Firstly, it’s us giving somebody something, and secondly it justifies the decision we made when someone else follows in our footsteps.

So…What I’m going to share with you now is the 6 steps to generating proactive referrals, we are on PAGE 42 of your workbook. Step One…

Referrals should be a give, not an ask. Now, you can ask for referrals, asking for referrals is better than not asking for referrals, but what’s even better than that is when we position it as a GIVE. This means it has a higher perceived value and will lead to more business. What I mean by that is what can you offer someone who refers somebody else to you?

Your referral conversation might sound something like this…

“Hey, now that you’ve joined Elevate, you’re entitled to give one of your friends, who is a 7-figure business owner, a free Elevate Growth Roadmap Session, which is a full audit on their business where they’ll walk away with a roadmap for how they can scale faster in much less time. It’s normally valued at $495 but we give people who get started one free session to pass on to a friend who needs what they do. Who do you know that’s a seven-figure business owner who wants to scale their business and increase profitability?”

Give them something for them to give to somebody else.

1. Ask “Who”, not “Do you…”

The brain’s like a computer, if you don’t tell it where to search it won’t search.

If I say, “Do you know anyone that wants a Growth Roadmap Session?” The prospect is going to say, “Ahhh maybe, I’ll have a…think about it.” Because I didn’t tell them where to search.

But if I say to you, “WHO do you know that’s a seven-figure business owner who wants to scale their business and increase profitability?” Now you’re going to go straight to your memory bank, straight to that file and ask yourself, “Who do I know that’s a seven-figure business owner that wants to grow faster?”

“WHO… do you know that wants to make their home more beautiful so it feels like a sanctuary for their family?” [For an interior designer for example]

“WHO do you know that’s [your avatar] and wants [your outcomes]?”

Know WHO you want and direct them to access that file when asking for a referral.

1. Scarcity and urgency.

Scarcity is where add a factor that limits it, TELL THEM how many they get ie: Each customer is entitled to one or two or four.

And urgency puts a time limiter on it. An example of this is that it has to be used in the first 30 days.

1. QUALIFY. Why then, why now? Here you just want to ask them, “What is it about their situation right now that makes you think it’s the right time?”
2. Permission. Ask the prospect to let them know that they’ve referred them and that you’ll be in touch. Then lead with the referrers name and the offer. “Jane asked me to reach out, she suggested you might benefit from growing your business faster.”
3. WHEN. Now we’re over on Pages 43 and 44.

When generating referrals, the main thing business owners get wrong is the timing. We must ensure that we are making the right offers, at the right time for each customer. Please write this down: **The offer must match the emotion.**

Along your customer journey there are peaks of emotion where you customer is engaged with you, you’re front of mind, and they’re feeling good. In every business, there are three key moments in your customer’s journey where they are at a peak of emotion…these are the perfect times to invite somebody to refer.

Where’s that first peak of emotion?

1. **The point of sale.** When you hit that “buy” button, when you get started, when you put the deposit down on that home, when you decide “we’re going on that holiday” you get that serotonin rush, you’re at a peak of emotion. So we should be giving our customers an opportunity to refer at point of sale.
2. **The point of first usage.** The second peak of emotion happens when your customer first receives or uses your product. That’s when they get their next highest peak of emotion. So we should systemise referrals at the point of usage because we have permission to: the offer matches the emotion.
3. **The ongoing point of success or result.** The third peak of emotion happens when your customer experiences their first point of success using your product or service. At this point, they are experiencing first-hand the effect of the product or service. Whereas before they were excited to have gotten started, NOW they have proof that it works and they’re experiencing the ultimate effects and benefits. This is a perfect moment to invite them to refer someone else WHO they know wants the same benefit.

This model highlights when your customer are going through their highest peaks, so that you can ensure the offer always matches emotion.

We want to create a **referral culture** in our businesses. People who are referred to you, are more likely to refer to you.

Generating referrals for each person who gets started with you means that you replace every old lead with a new lead, and the sales cycle keeps going around and around and around, giving you an upward spiral of growth.

So, well done, those are The Eight Steps to Selling Essentials, you did it!! These strategies have been 30 years in the making and are worlds-best practice when it comes to helping you make much more money in much less time.

In the next video I’m going to bring everything together and share with you how to best APPLY the strategies from here, to make more sales and grow your business faster.

Conclusion. Developing your scalable revenue engine

Well done on completing The Eight Steps to Selling Essentials. By now you’re seeing how all of the eight steps fit together like pieces of a puzzle.

Team, often people think that they lack confidence when it comes to sales. It’s not confidence they lack, it’s structure. Once you learn the structure, selling becomes easy and enjoyable. Counterintuitively, the more you develop your sales skills, the less salesy you come across.

Whenever you learn something new, the best way to engrain it and embody it is to USE IT. So start implementing these tools, in every conversation, every presentation, every piece of marketing messaging, USE these tools. Implement imperfectly, and soon enough you will be great.

As you do put these tools into practice, share your wins and challenges in the Facebook Group and tag me when you go. This will inspire others to utilise the tools in their own sales process.

Team, Selling Essentials is the first training in a sequence of THREE Trainings.

First we have Selling Essentials which is where we lay the foundations.

Then we have Sales Architecture. This is like Sales Mastery where we bring it all together in an exact architecture with advanced language patterns.

And then we have Build Your Sales Engine, which is where we walk you through how to build a profitable sales team that performs without your operational involvement.

As your implementing the tools from Selling Essentials, when you feel ready you’ll be able to find Sales Architecture and Build Your Sales Engine in On-Demand. This is an area of your life and business that deserves mastery so implement, implement, implement, AND keep training.

I look forward to seeing you at the next Entourage Adventure :-)

Sketches:

Initially, there’s really two major stages to developing your sales function:

1. Build your sales process to increase your conversions, making you more money now.
2. As you continue to make more money, use that money combined with your sales process, to slowly build a sales team that can make money without you needing to sell

The question is, how can you overcome this challenge? How can you create a sales function that drives growth without your operational involvement?

Do you believe you’re better at selling than anyone else in your organization? You’re probably right, and you’re in good company. Most founders are gifted salespeople, bolstered by the conviction that comes from their belief in the company they created. Unfortunately, this often tempts them into making a significant business error—treating sales as a unique skill that can’t be systematized or taught.

This doesn’t work. You may have single handedly made the sales to launch a successful startup, but once you reach the scaleup stage, this approach will reach a ceiling. No matter how brilliant you are at selling, there is only one of you. If the entire sales function relies solely on you, you’re putting a handbrake on how many customers your business can generate. As you’ll remember from the previous chapter, all growth is marketing and sales led. Sales is where we take your marketing strategies and turn them into paid customers. So, if you’re doing all the selling, *by definition* you’re capping the growth of your business far below what it could potentially achieve.

Sales is one area that founders really struggle to scale. In most businesses you, the founder, are the main revenue driver. To test whether this is true for you, just ask yourself this simple question: If I stepped away from my business for six months, would the sales in my company drop? The answer is probably ‘yes, of course,’ in which case you're not alone. This is a near-universal truth among business owners. The question is, how can you overcome this challenge? How can you create a sales function that drives growth without your operational involvement?

Many founders think that the problem is that their team can’t muster the same level of belief, competence, and enthusiasm as they do, but that’s rarely the case. Most of the time, the problem is that they don’t have a structure or process that serves as a roadmap, giving them the confidence, skill, and certainty that come naturally to you as the founder.

The idea that selling is not an intuitive talent, but something you can bottle and replicate, may be new to you right now. But we’ve coached thousands of founders to make the transition from doing all the selling to putting in place a dedicated and highly effective sales team. The magic that you instinctively conjure, and that motivates your customers to buy, can be captured, codified, and replicated into a process. If you’re like many founders, this is one of the most impactful changes you can implement to drive growth and profitability while freeing you up to spend more time doing what you love.

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# A New Sales Mindset

Firstly, we need to address the way most businesses think about sales. Most businesses view sales completely backwards. Back in the 80's and 90's, sales was all about pushing products *at* people. What mattered was pitching and closing. Thankfully, the world has moved on since those days, but unfortunately the way most businesses think about sales still hasn’t progressed, and it is killing their growth.

The world has changed. Consumers have changed. If your organization has not kept up, you will find that there is a disconnect between you and your consumers during the sales process. We live in a world where people love to *buy*, but hate being *sold to*. We want to *buy* a car, we want to *own* a car, but we don't want to be *sold* a car. We want to buy a home, we want to own a home, but we don't want to be sold a home.

Forget pitching people and closing the sale—those tactics can stay in the eighties. Instead, think of yourself as a facilitator who advises your customer on their purchasing decisions. The customer must have complete ownership over every decision. You don’t convince them. You confidently lead them, asking them the right questions and matching them with the right solution, so that the customer convinces themselves. Herein lies the fundamental psychological shift you’ll need to make to revolutionize your sales function: Stop creating a *selling* mindset in yourself and our team, and start creating a *buying* mindset in your customers.

The companies that grow faster than any others are the ones that have achieved these two things:

1. They’ve developed an offer that connects with the hearts and minds of their consumers.
2. They have turned that connection into a sales process that can be bottled, trained, managed, and scaled.

While these two factors will drive significant growth, what happens if you *don’t* do this? Companies without a defined sales process can expect to experience the following three problems:

**A drop in conversions**: In a world full of uncertainty, people crave certainty. Sales is nothing more than a transference of certainty. When we haven’t developed the ability to elegantly and confidently lead our consumers, we second guess ourselves. If this is you, guess who picks up on this? That’s right. Your customer. When you don’t have a sales process, you and your team lack the certainty and confidence required to get people to take action. In contrast, what happens when you give your customer greater certainty, faster? Your conversion rates and average dollar per sale increase, meaning you make more money without working harder.

**Time to sale increases:** When you fail to lead your prospect, sales becomes a game of phone tag at best, and cat and mouse at worst. Objections such as, “I need to think about it”, and “we’re not ready” are all symptoms of not leading your prospect effectively. A highly effective sales process gives you the foresight to know where you are leading your prospect. In turn, this gives them comfort that they are in good hands, and the psychological safety to make a decision. Sales is leadership and your prospects are begging to be led.

**You can’t scale your sales function:**

Sales is one area that founders really struggle to scale. In the vast majority of businesses you, the founder, are **the main revenue generator.** To test whether this is true for you, just ask yourself: “If I stepped away from my business for six months, would the sales in my company drop?” The answer is probably ‘yes, of course,’ in which case you're not alone. This is a near-universal truth among business owners.

Most founders sell intuitively. As they start to build their sales team, this translates into *everyone* selling intuitively, according to their own personal preferences. A sales function composed of multiple different people, selling in numerous different ways, based only on their personal intuition and preferences, is completely unmanageable. When someone is performing exceptionally well, you have little choice but to attribute it to their unique gifts, as opposed to reverse engineering specifically what they are doing differently to everyone else. On the other hand, when someone is not performing, you cannot pinpoint what’s not working, and how they can improve. Without a defined process, you cannot benchmark best practice and you certainly can’t manage performance.

Yes, it is critical that everyone on your team sells in a way that is authentic to them, and process should complement that, not conflict with it. A defined sales process will enable you to capture and train best practices within an architecture that allows people to bring their own authenticity into the process. Your company needs an “our company way of selling,” A methodology that bottles how you and your business systematically and elegantly move someone from “I’m interested” to “How do I buy?” Once you define this methodology, you can delegate it, measure performance against it, manage it, and optimise it. This is the unlock to creating a truly scalable sales function.