Go ahead, sell me this pen. Today I'm gonna teach you how to sell anything, to

anyone, any time. Now, when it comes to selling, when it comes to closing, there's

so many techniques and so many ways. Today, I'm gonna share with you three powerful

secrets that you can use to sell anything to anyone. The very first

secret is this. How do you turn something that's a commodity. How do you sell a

product, how do you sell a service in such a noisy marketplace. Number one,

understand this. People don't buy because of logic. People buy because of emotions

and they justify it with logic. People buy based on emotions and they justify

with logic. I want you to think of something that you want to buy in your life.

It could be a car, it could be a house, it could be anything. Just want you to

picture that. Once you have that in your mind I want you to ask yourself this

question: Why do you want to buy it? Why do you want to buy the particular

item? Why do you want to own that item Why is that? Maybe it's a new

suit. It looks good on you. Maybe it's a new dress, maybe it's a new car, maybe

it's a new house, maybe it's that vacation, but why do you buy it? I want you to dig

a little bit deeper. If you pierce through the layers, I think you'll realize you

are buying emotions. Maybe you buy the item because of greed. You want to make

money, or you wanna save money, or maybe it's because of generosity that by

buying this item, it's gonna help other people. Have you noticed sometimes even

there are companies out there if you buy this particular product they donate a

certain amount to charities. Maybe you buy because of generosity. Maybe because

of shame that if I don't buy this I'll look foolish. If I don't own this

I'll look foolish. Or maybe it's fear that if I don't buy this I'm gonna be missing

out. I don't want to miss out. Maybe it's an escape that you go on

the vacation, your 9 to 5 job is driving you fuckin crazy and you say, "Aw man, I

need some time off." Maybe doing it, buying it because of escape.

Whatever those reasons are, those are very often emotional reasons. So you buy

because of emotion and you justify it with logic. So think about when you're

selling something to somebody. Are you just talking about features and benefits?

What this thing would do for you, or are you pushing those emotional hot buttons?

I remember one time I was in Harry Rosen, which is very well-known kind of men's

menswear store, high-end, in Vancouver. I walk into the store and I was walking by

the Tom Ford section. And the salesman approached me and said, "Sir,

well is there anything I can help you with?" I said, "No I'm just browsing around" and

he said, "Do me a favor, put this suit on." Now, at the time I've never owned a Tom

Ford suit before. I have a lot of suits but I don't have a Tom Ford suit. He said

do me a favor, put this on. I said alright. I put it on. So how do you feel?

Well it feels pretty good. Okay, also try this on, put on this tuxedo. I said okay

that's pretty good. Oh it looks great. He said Sir, are you a fan of James Bond?

I said who isn't a fan of James Bond like

duh. You see this suit right here, this tuxedo? It's the exact suit, exact same

design as he, James Bond, wears in Casino Royale.

You know the scene? When he was gambling? Fuck! It looks good, right? And before you know it,

I bought the damn fucking tuxedo, right, and it's a lot of money.

Cost a lot of money. And if you think about that, what am i buying?

I'm buying emotions. What I'm buying is this. I'm buying when I wear this tuxedo,

I feel good, as a James Bond fan, I feel like James Bond. Even logically I know

this of course is not James Bond, I'm not James Bond. But emotionally, it takes me there!

This is cool that I own, you know I wear the same tuxedo, the same fit,

the same everything. And then he up sold me on the damn like

the shirt, and the cuff-links, the whole nine yard, right. That's what I'm talking about.

People buy because of emotions and they

justify it with logic. You have to understand that. Don't push your products.

Don't just push your services. Don't push the features and benefits. Think about

what are those emotional hot buttons that you're pushing. Number two, people don't

buy their way into something. They buy their way out of something. It means

people very often they buying something because they have a problem they want

solved. They want to buy their way out of that problem. People don't buy the drill,

they want a hole on the wall. So what is it that you are, you're helping them

solve that what problem, what is it, what is that thing you have to understand. So

I always say the amount of money that you make is in direct proportion to how

deep you understand your marketplace's pain. The amount of money you make is

in direct proportion of how well, how deep you go, how much you understand your

marketplace's pain. So you have to understand what it is, what are

the pains that people have and how can you help them relieve some of that pain?

So think about that. Number three, people don't buy products and services. They buy

stories. Because when there are so many choices out there in the marketplace, on the

Internet, any product that you want, there

are hundreds and hundreds of choices. How do you stand out? How do you add emotions

to a commodity, a pen? What's the difference between a $2.00 pen like this

or an $800 Montblanc, John F Kennedy, limited edition, exclusive pen? $800 pen?

It's the same pen, it has the same functions. Story. When you add story

to an item, suddenly, when you add the the John F Kennedy, the president

story, attached to a brand, to a logo, it is ten times more valuable. It is a

hundred times more valuable. It is 300 times more valuable.

That particular pen. All because a story. It writes the same. A $2.00 pen, you can

write too. That's the difference. So think about what's the story?

How can you inject stories into everything that you do? Maybe it's your

origin story. How did you get started? Why do you do what you do? What of also

stories of your customers? I just launched a new YouTube channel you

can click on the link below, I put a link below in the description you can

check it out. That's the Dan Lok Global Community on YouTube. It has

nothing to do with the program that I teach. It has everything to do with

stories. It's stories from my students, what they have learned, their background,

their stories. Has nothing to do with me, has nothing to do with the program

that I run, has nothing to do with that, but stories. It's other people's stories,

other people's success stories. So where are you using stories in your marketing,

in your business? How else can you use stories? Remember, facts tell, stories sell.

Facts tell, stories sell. So, comment below. Tell me, based on these three secrets, how

will you sell me this pen? Go ahead, comment below, and sell me this pen.