



Confidence

Sales Technique

What is **Confidence**?

Self confidence is the high level of assurance and belief in ourselves and in our products ability to help meet the prospects business needs. It is the essential component that affects all of who we are - what we say , how we think and act , how we carry ourselves in the world , and, yes, in how we sell to our prospects over the phone.

Why do I need to be **Confident**?

People buy from and believe in a person with strong convictions about what they are selling

We need to be the dominant person over the phone that will lead the customer to be convinced about signing up.
(customers won't do it for you)

Let's you control the call; because if you are confident with the product, customers will listen to you.

When to use **Confidence** as a sales technique ?

All throughout the call especially when we are pitching our services benefits, pricing when prospects have a lot of questions, are objecting to what we are saying.

How to sound **Confident**?

Speak with conviction.

- Speak clearly without stuttering and limited “ahs” and “umhs”. Use reassuring terms. End statements of fact with a downward intonation. Concise and direct; don’t beat around the bush.

Refrain from apologizing and validating yourself unnecessarily and always finish your sentences before addressing customer inquiry.

- “I apologize that you have not received any calls yet....”
- “Would that be ok with you?” ;
- “Thank you for giving me that information”
- “Would it be ok if we...”

Tools for being **Confident**

Product Knowledge

- Product Knowledge IS POWER and equals confidence. You go through extensive training and you know everything - you are the pro at online marketing - tell him how it works and what we`ll do. Be prepared.

Plan your Call

- The best tip for how to be confident is to have a plan and know what the goal is. Most people know how to be dominant and assert themselves when they know that they are either absolutely correct.

Scripts/Verbiage

- Know your scripts, these will help you position your product best.

Delivery

- Practice makes perfect.

How to sound **Confident**?

Within reason, Interrupt customer statements.

- People of authority (and confidence) interrupt conversations to talk about topics that they want to talk about

Sample Calls:

Not confident Agent:

- [Julienne Valentine 1](#)
- [Julienne Valentine 2](#)

Confident Agent:

- ★ [Confidence - Nick Brown 1](#)
- ★ [Confidence - Nick Brown 2](#)
- ★ [Confidence - Dean Heart 1](#)
- ★ [Confidence - Dean Heart 2](#)

Main Video:

- ★ [Confidence Training Video](#)

Supplemental Videos:

- ★ [Confidence Kony](#)
- ★ [Confidence Filipino](#)



Questions?