



# IF U HAZ QUEZTIONS...

I've built the most common questions directly into the lessons, for anything else (on topic) throw it into the Zoom chat.

**FORMAT → QUESTION > ...**

SLR LOUNGE



# WHY PEOPLE PASS



# TOPICS & QUESTIONS

**Here are the topics/pain points we will address in this module**

- What is sales?
- What are you actually selling?
- Why do clients truly want to hire you?
- What makes clients say “no”?
- Why don’t clients value your pricing?
- Why do clients negotiate with you?
- How do you establish value?
- What’s the correct order/process of sales?



## **HEADS UP! THIS IS FAST-PACED!**

I believe that education must quick  
and simple in order to be effective.  
**Pause, implement, and repeat.**



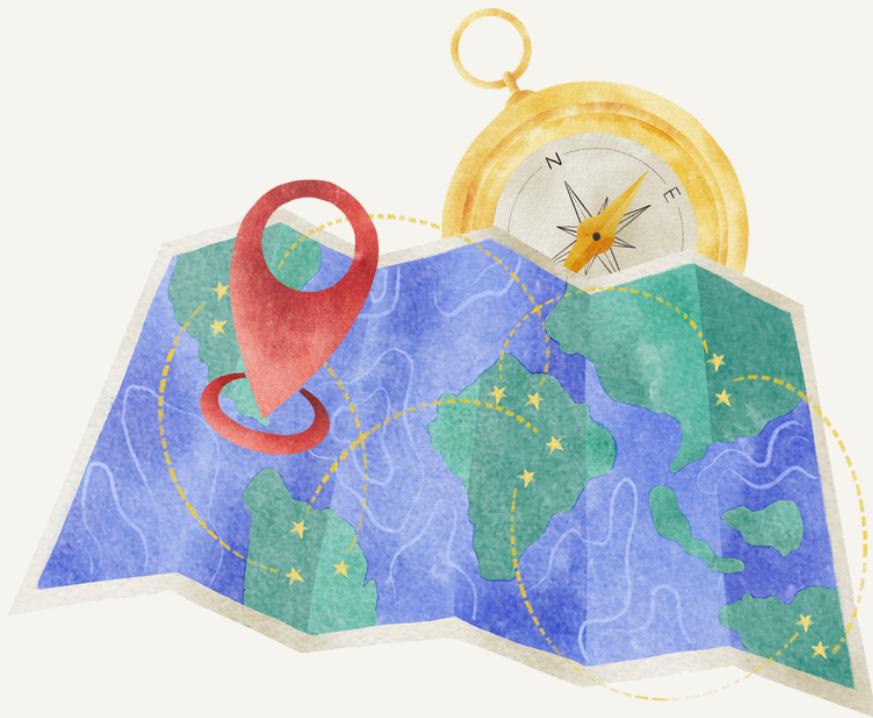
## BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments

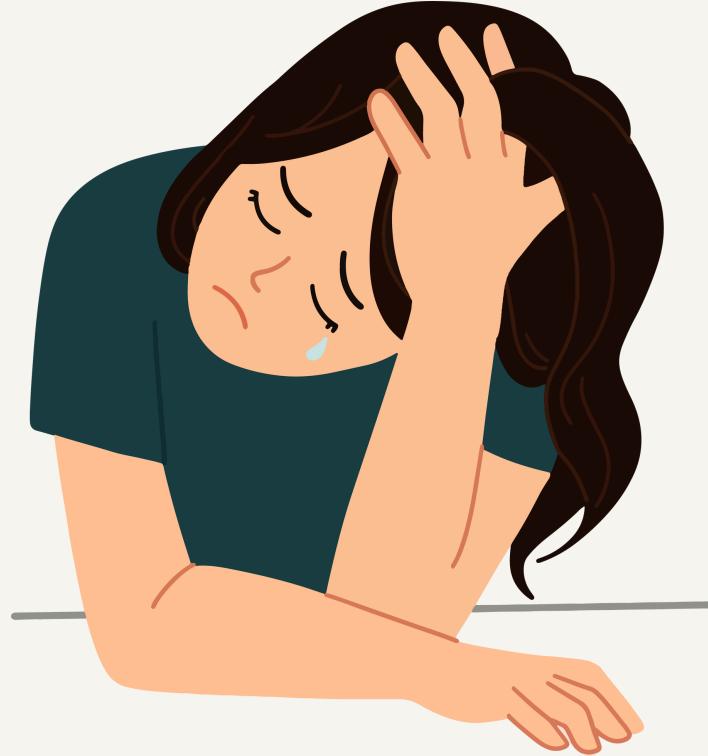
# OUR SALES PROBLEM(S) IN A NUTSHELL





## A NEW JOURNEY

You started a new journey when diving into this mentorship program. Treat Part III of this program as an entirely new journey in and of itself.



**> 90% OF US**

**Why am I struggling to consistently.  
convert quality leads into high-  
paying clients (without discounts)?**



# WHAT WE THINK...

**Our sales misconceptions and self-limiting beliefs:**

- ✖ “I’m an artist, I don’t like sales”
- ✖ “I don’t like selling, or being sold to”
- ✖ “I don’t want to use pushy/gross tactics”
- ✖ “I’m introverted, I won’t be good at sales”
- ✖ “I’m already good at sales”



## SALES

You don't need to be extroverted, pushy, or use gross high-pressure tactics. In fact, sales when done correctly doesn't feel like "selling."



## **DISCLAIMER**

**What you will learn in Part III is POWERFUL!  
Using these tools to convince people to  
do/buy things they don't want is  
MANIPULATION.**



## **LEARNING IT VERSUS LIVING IT**

**There's a difference between knowing  
HOW something works, versus actually  
IMPLEMENTING IT.**

# WHEN YOU DO...



Mastermind for Wedding & Portrait  
Photographers | Coaching w/ Pye Jirsa

Admin Pye Jirsa · Sep 9 ·

...

## 🔥 NING'S \$46,811 CLIENT 🤘

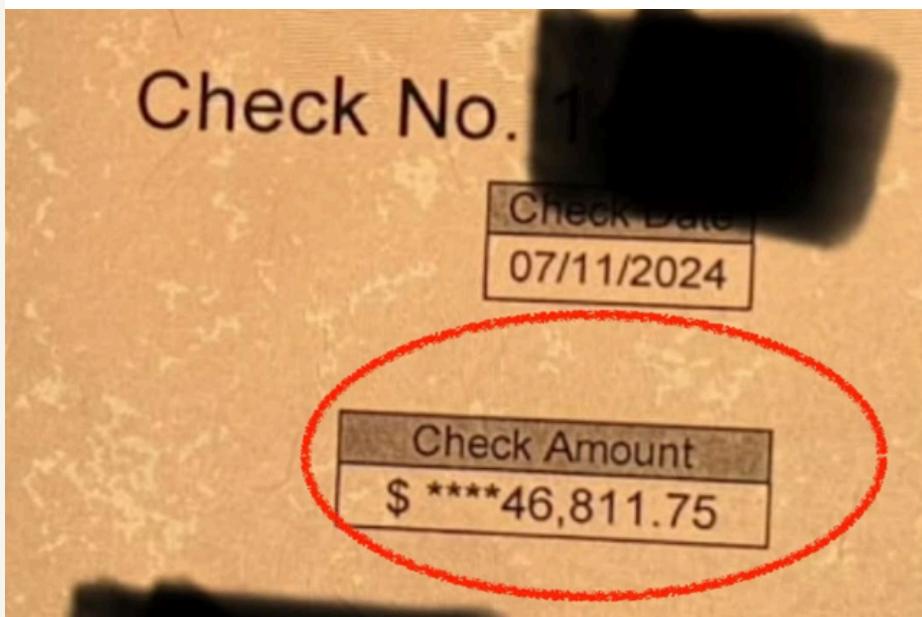
Yes friends, that's a check made out to 10K/2K alumni Ning Wong for \$46,812 for a single commercial booking!

Ning Wong was awesome enough to hop on a little interview to share his experience with you on how he booked the job.

Check out more of Ning's work at <http://www.ningwong.com/>

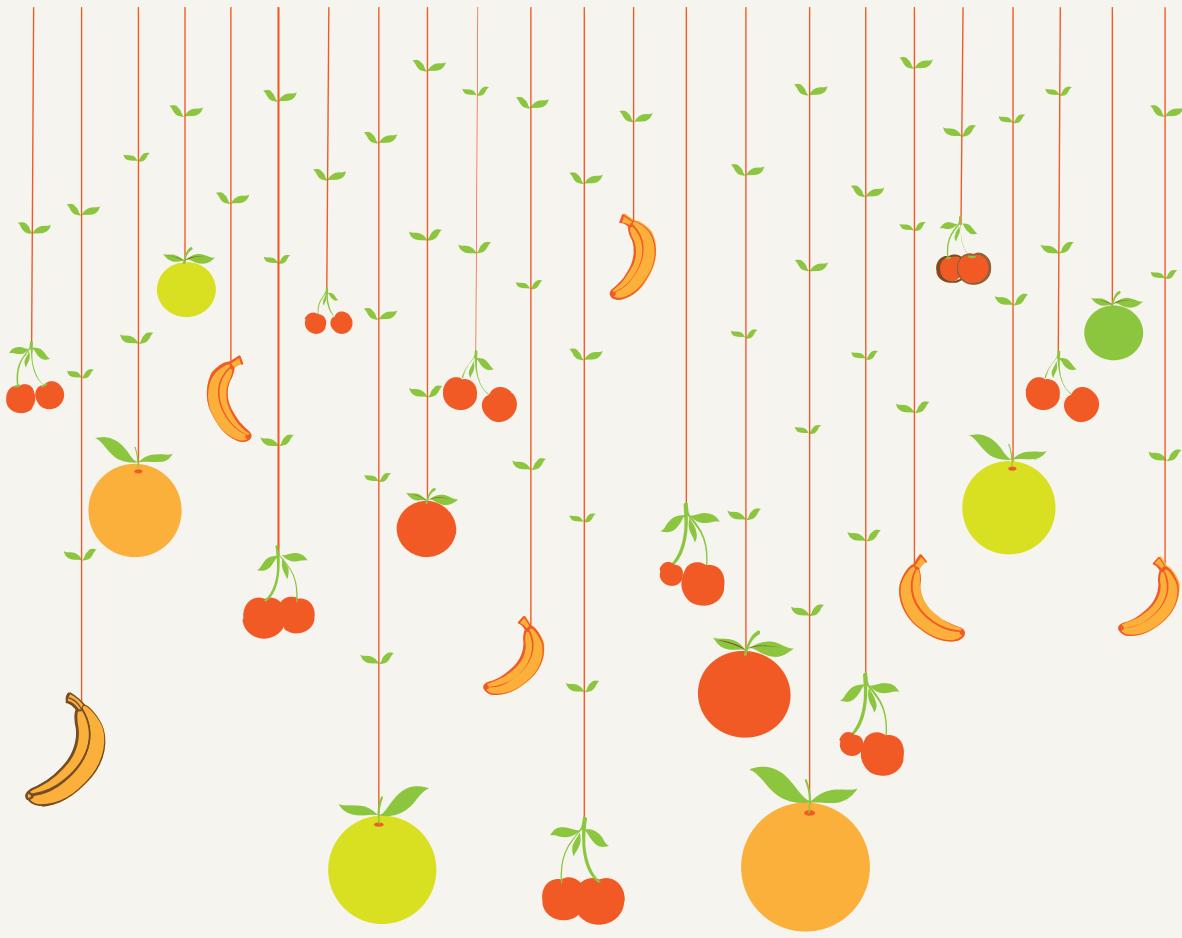
Ning is a good friend and no stranger to photography. He has been running a successful photography studio here in Southern California for over a decade. Believe me, I don't take it for granted when a friend with his experience comes to me for guidance, it's an absolute privilege that I cherish to be in this position.

After completing the 3rd module of the program, Ning started using our sales methodology and W.A.V.E. process within his consultations and pitches. Instead of just listening and providing a quote, Ning now seeks to truly understand his clients needs and values which allows him to expand his offer and price.



# **URGENT LHF: FIXING YOUR WEBSITE AND SALES PROCESS**





# LHF = LOW HANGING FRUIT

**Strategies that are easy to implement, yet have a significant impact on your business/revenue.**

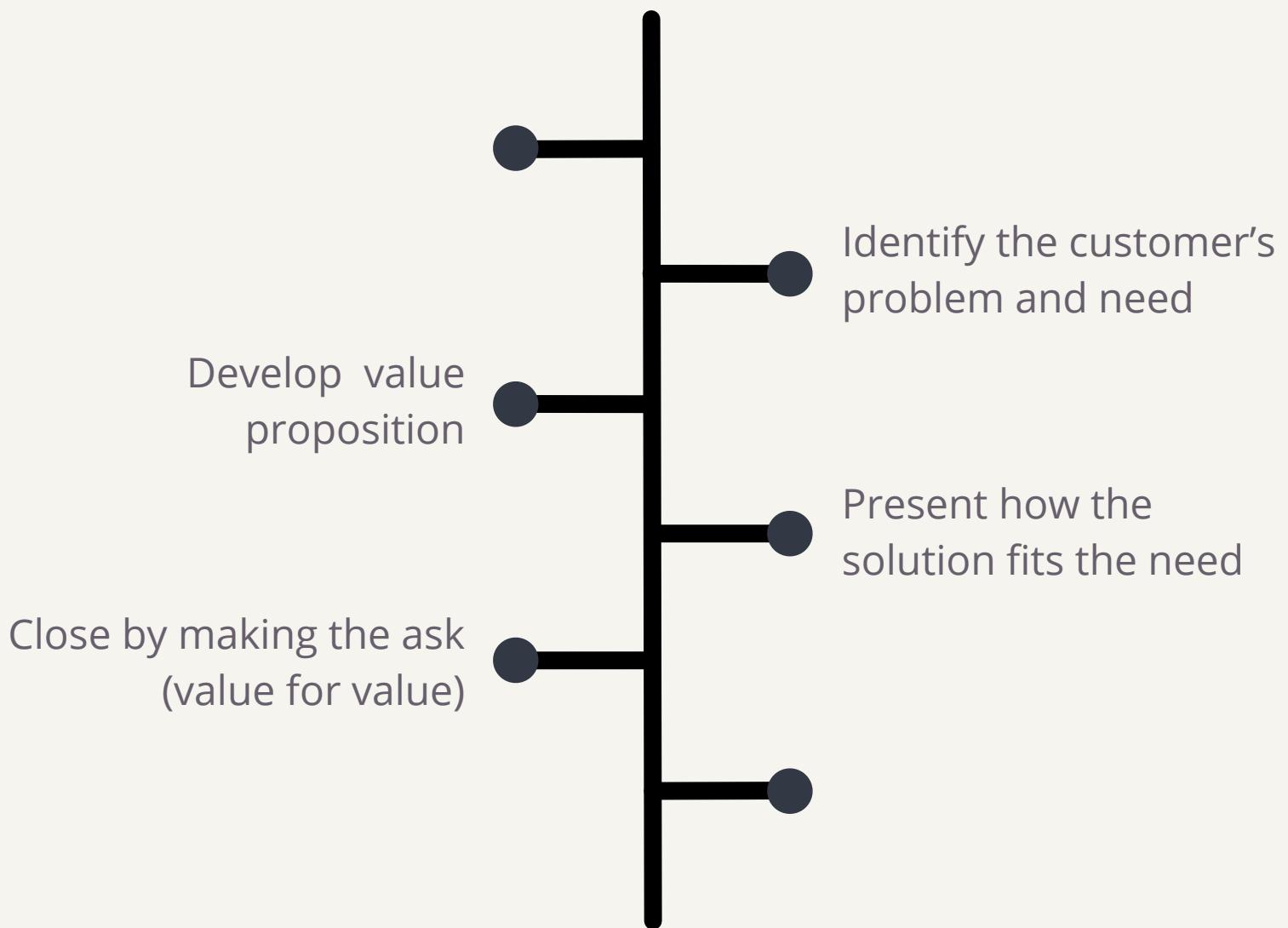


## **DO NOT DISPLAY FULL PRICING**

**You're literally training your potential clients to compare you to others solely based on price. Qualify prices, then get on the phone!**

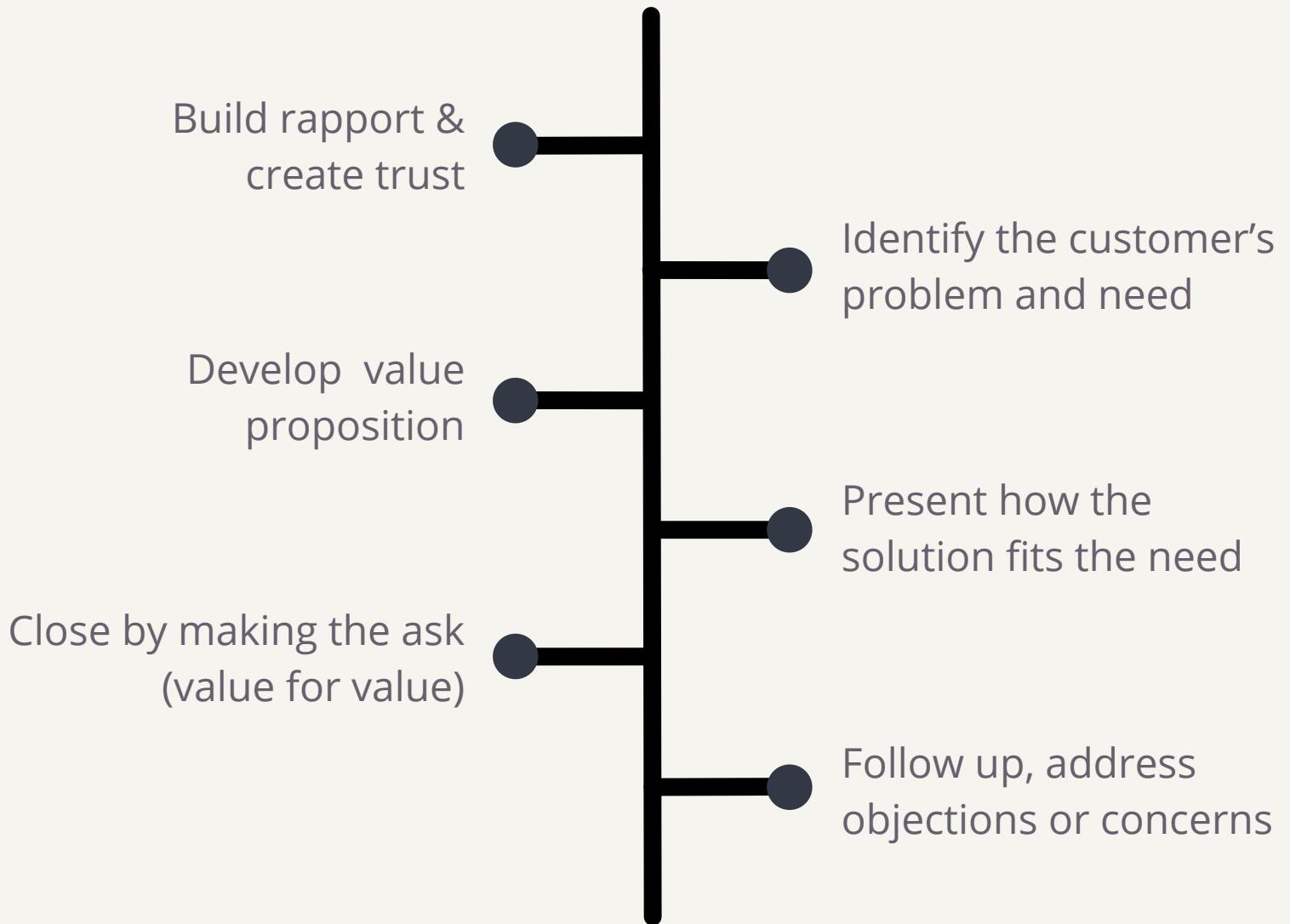
# THE SALES PROCESS

Developed by John Henry Patterson in the 1890's

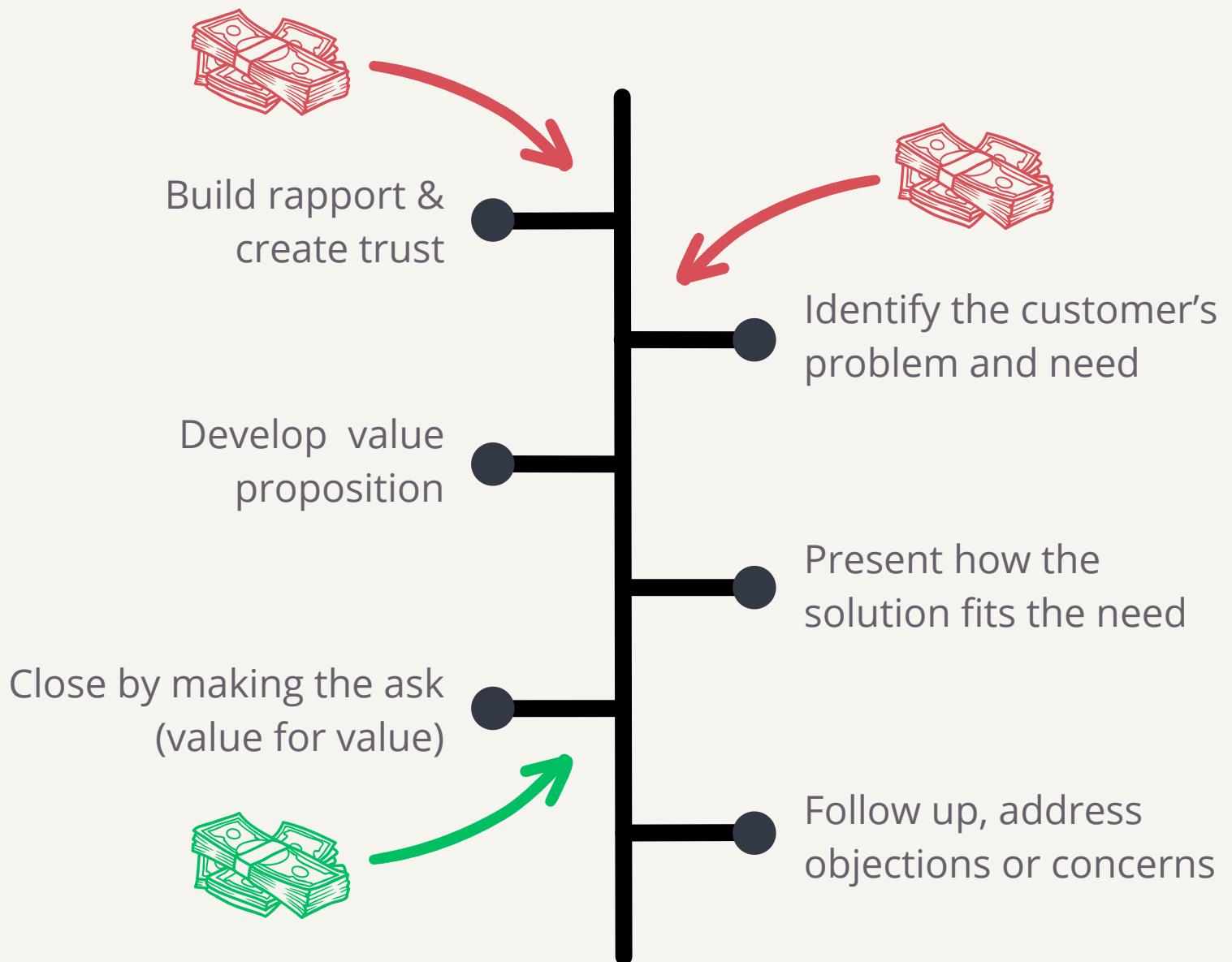


# THE 6-STEP SALES PROCESS

We're adding the importance of rapport, and follow-up



# THE 6-STEP SALES PROCESS





## ON PRICE...

**The best way to lose a sale is to spend time discussing the price before you establish value.**



## **OBJECTION (THEIR BELIEF)**

**It's not that they don't value good photography, it's that they believe you're the same as everyone else.**



## MADE SIMPLE

We lose sales because we didn't establish adequate value by:

- Failing to uncover their needs/values
- Feature selling instead of listening
- Presenting price before establishing value
- Talking too much

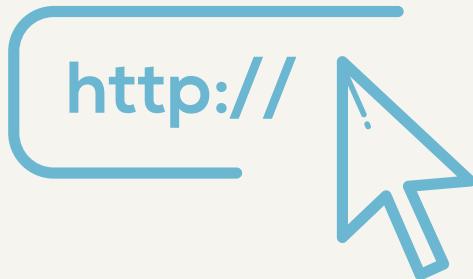


**BY ITSELF = 2X**

**These changes by themselves will raise conversions by 100% or more.**

# WEBSITE CALL-TO-ACTION PLAYBOOK





STEP ONE

## ON YOUR WEBSITE...

**Having a Pricing Page is important.  
But show nothing more than the  
statement below (or like it).**

"Packages start at \$\$\$\$ and client's typically spend around \$\$\$\$.. Please complete the contact form below and I'll reach out with a custom quote right away."

**Below it → contact form.**



STEP TWO

## DRIVE EVERYONE TO THE PHONE!

**Forms should be minimal to reduce friction, and require a phone number.**

- Website CTAs > Contact Form > Phone
- Social Bio > Book Me > Contact Form > Phone
- DMs > Engage/request number > Phone
- Emails > Resource > Contact Form > Phone

**NOW, LET'S  
START TO FIX  
YOUR MINDSET**





# NO TRANSACTION?

**How can you knowingly create a meaningful (and lasting) change in someone's life without a transaction?**



Marie Schaller Top contributor

You Absolutely can! Think about your own positive experiences - in a store, getting work done on your home, your pet sitter, receiving care at a hospital. Though those typically involve a transaction, there are likely aspects that came along with the transaction, that would have occurred without the exchange of money. For example, take a portrait session with a family who has a special needs child, or family member with dementia. Patience by the photography doesnt cost extra, but it would create a meaningful experience for the family. Or you Pye, with the Masterminds workshops. Sure I paid to join, but your teaching methods, your down to earth nature and your humor create even more value and meaningful experience.

54m Love Reply



Pye Jirsa Author Admin +1

**Marie Schaller** I'd argue that you hit my point on the head. Every one of those experiences in your examples involved a transaction. But let me know if I'm missing something.

51m Like Reply



Marie Schaller Top contributor

**Pye Jirsa** well my point was, even without the transactions in those particular examples, you may have had a meaningful experience; someone may have gone out of their way to make it meaningful. For example, even before I actually purchased my membership to SLRLounge, there were plenty of your free youtube videos that I watched, and articles I found. I watched/read more than one because of your teaching style and your persona; you made the experience meaningful because I was able to very pleasantly learn what I was seeking. No money was even mentioned, let alone exchanged.

Attention to someone's needs, human kindness, and humor will always create meaningful experience, whether a transaction is made or not.

39m Like Reply



Pye Jirsa Author Admin +1

**Marie Schaller** Ahhh, love this and I very much appreciate your comment. But question, who funded those videos?

The reality is that it took multiple transactions to actually bring those videos to life in order to then educate, show humor, and kindness.

36m Like Reply





**Kevin Holding**

**Pye Jirsa** I believe it can 😊 Also, it can come in many forms. A simple smile, a simple act of kindness that gets passed on, helping a homeless man buy a meal, etc.

44m **Love** **Reply**



**Pye Jirsa** **Author Admin** +1

**Kevin Holding** I love this example. Two more thoughts/questions for you:

1. Buying a homeless man a meal involves a transaction yes? As does most forms of charity. We might not be the ones directly funding the transaction, but most certainly charity requires a transaction somewhere along the pipeline.
2. Second, going back to the question, how do you ensure "meaningful change?" You can give someone a meal, you can be kind in one particular instance, but how often do those events make meaningful/lasting change? I.E. give a fish, teach to fish.

41m **Like** **Reply**



**Kevin Holding**

**Pye Jirsa** 1. Correct. Or sometimes a transaction of time. Volunteering for example. But, yes in this example there is still a transaction.

2. I'm not an absolutist... so I don't think you can really ensure anything. Since you asked a sales question yesterday - in the same way, it's always a numbers game.

The more people you reach, the better shot you have of making a meaningful change and hopefully it compounds itself and helps a greater amount of people.

Some will take it and find value and change - be it the person in need or someone who may observe it and show kindness in their own circle.

Just like your content, free or otherwise. Some take it and run with it. Others hoard information and take zero action. As the content creator, you can do your best to ensure results but, not everyone will - it's human nature I suppose.

3m **Love** **Reply**





**Christine Goodyear**

Inspire them with your empathy, honesty and professionalism

...

49m **Love** Reply

2 



**Pye Jirsa** Author Admin +1

**Christine Goodyear** Awesome! Now how can you inspire them without their honest commitment to listen and be present?

47m Like Reply Edited



**Christine Goodyear**

**Pye Jirsa** you may not be able to, not everyone will be inspired the same way. But i think you give yourself the best chance of getting people on board if you are patient, and try to understand their situation and point of view. I try to listen carefully to what they say, how they say it, and watch their body language. Sometimes it's a case of involving rhe subject with small decisions that make them feel part of the process and allow them to take some ownership of thw outcome. I think whether it works or not is then up to them, but i try to approach it this same way every time.

39m **Love** Reply



**Pye Jirsa** Author Admin +1

**Christine Goodyear** So would a transaction be a good and perhaps high-probability way to get someone's commitment?

36m Like Reply



# AND YET... WE FEAR SALES!



Pye Jirsa

Admin

All-star contributor · 20 hours ago ·

...

**POLL:** Does "selling" bother you? Does it bother you that I'm here to "sell" you on our education and mentorship program? Be brutally honest and pick an answer...

I'd also love for you to share and elaborate on your thoughts/feelings in the comments below.

100%. That thought honestly makes me uncomfortable.

9% >

Yes. It makes me a bit uneasy selling or being sold to.

36% >

Not really. I know how the world works, everyone is trying to sell something.

45% >

No. I love selling and being sold (when done right).

10% >

Add poll option...

[View insights](#)

583 post reach >



1

122 Votes 27 comments

**45%** Fear selling and being sold

**90%** Don't understand the nature of sales

**10%** Appreciate sales when done right



**A good sales person can... “Sell a ketchup popsicle to a woman in white gloves.”**



CHRIS FARLEY - TOMMY BOY

**This is our idea of sales!**



**“Sales is uncovering the need.  
Manipulation is creating it.”**

ZIG ZIGLAR



**Made more simple...  
“Sales = Curiosity.”**



# WHY DOES THIS MATTERS?

**Most of us fear sales because of our experience with bad sales people. True sales is:**

- Understanding & relating to your client
- Uncovering your client's needs/values
- Being a KIND/EMPATHETIC advocate!
- Helping your client's find a solution
- Closing by asking for value for value

**SALES = VALUE ADDED SERVICE**



## **YOUR FEAR**

**Your fear of sales has inadvertently trained you to design a sales process that's designed to push people away!**



## **20+ YEARS & MORE**

This sales training combines 20+ years of experience and every good sales book I've found. And while the sales process and psychology are concrete...

**It's your job to take the specifics and make them YOUR OWN.**



## FIRM VS FLEXIBLE

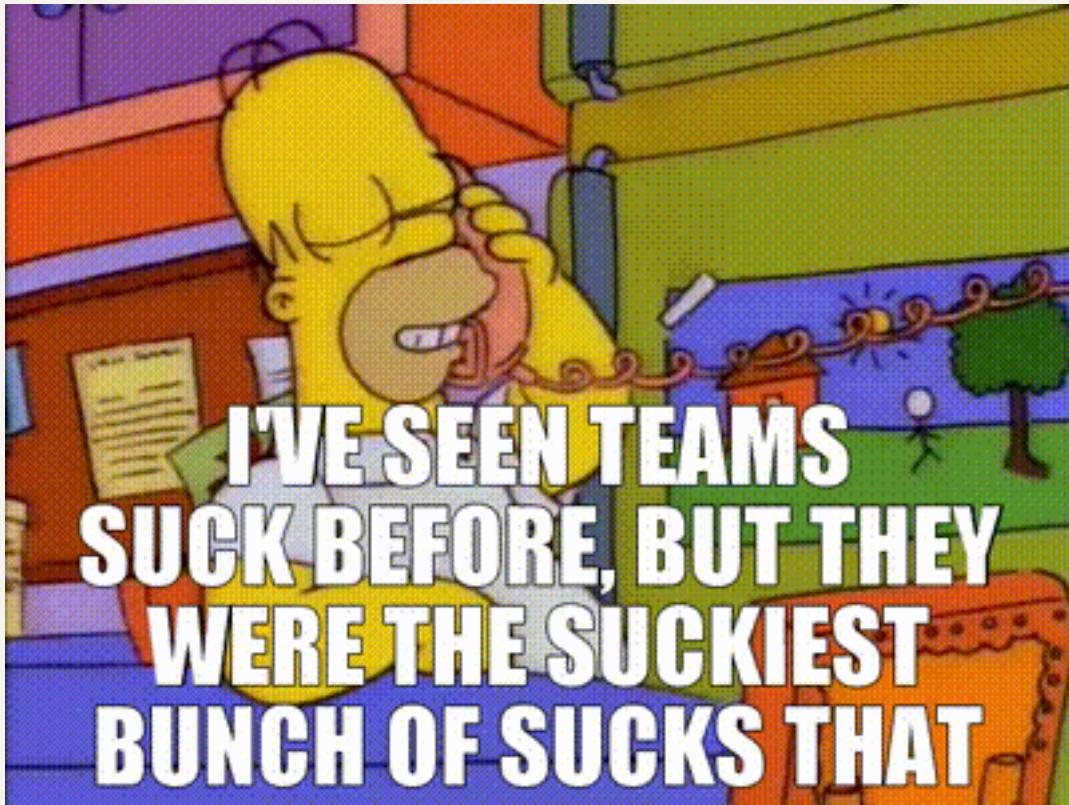
**Think of the process or psychology as firm, but the details are flexible and rely on your personality. Master the process, THEN make it yours.**



## MY UGLY TRUTH...

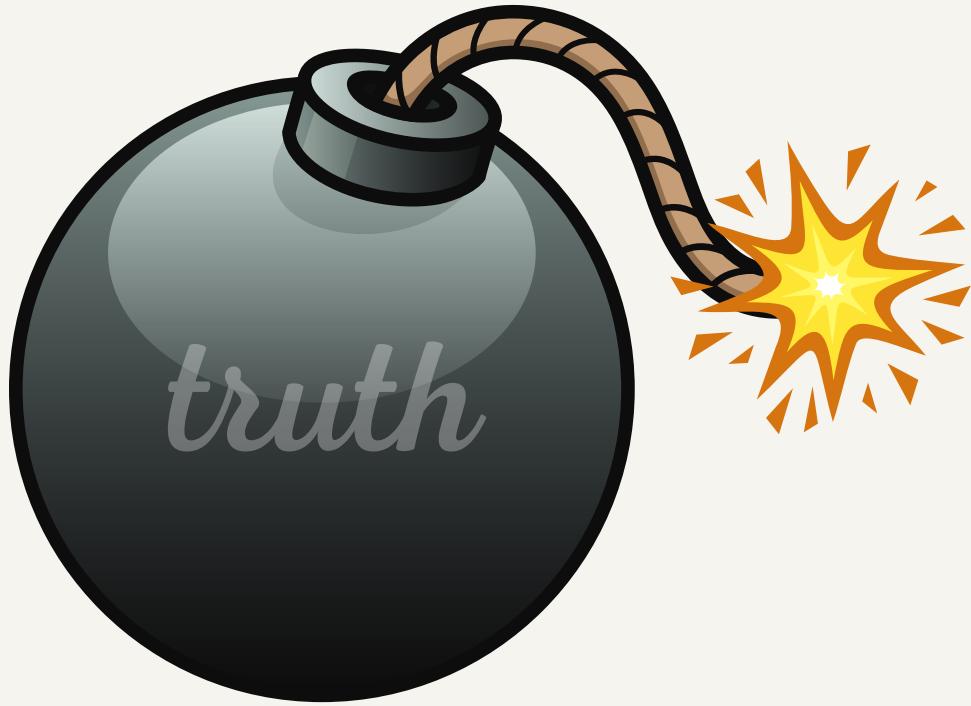
Because I was closing sales, for years I thought I was an amazing salesperson.

#dunningkrugereffect



## THE REALITY...

Having never studied sales, I was terrible at it. I was simply closing people who were already sold. This is what I see among photographers over and over.



## **ONE TOUGH TRUTH BOMB**

**As much as it is a process of learning,  
sales is a process of UNLEARNING while  
we also resolving our emotional  
baggage and/or trauma (this module).**



## **LEARNING IT VERSUS LIVING IT**

**There's a difference between knowing  
HOW something works, versus actually  
IMPLEMENTING IT.**



**“Practice does not make perfect, only perfect practice makes perfect.”**

VINCE LOMBARDI

**This is why we're all experts at  
being bad sales people.**



## **FIRST, LET'S UNLEARN**

**This step is about committing to letting go of bad habits and self-limiting beliefs to prepare you for a mindset of growth and abundance.**



# **MONEY FEAR**

**Most of us have a fear around  
money. Having it. Asking for it. Etc..**



## **YOUR FIRST STEP...**

**Stop fearing sales/money. Learn to love it (within reason). Because it's exactly how you will bring meaningful change to your client's lives.**



## **IF MONEY = KINETIC ENERGY**

**Spending money demonstrates a commitment to something of value.**

**Meanwhile, earning money creates a commitment to provide value.**



## **GOOD SALES = GOOD CURIOUSITY**

**Sales is uncovering someone's  
needs/values and then guiding them  
toward meaningful solution.**

**As a customer/client, is that  
something you would appreciate?**

# **EMBRACING THE NATURE OF SALES**

**STEP 12**

STEP ONE

# ACCEPT THE TRUTH

**We can't make a meaningful difference without a transaction, because without it, neither person has a reason to commit to a process.**

STEP TWO

# **CLIENT ADVOCACY FIRST... ALWAYS!**

**Your function as a sales person is twofold and in this order:**

- 1      You always advocate for the clients best interests**
- 2      You (almost) always aim to close the sale (ABC)**



STEP THREE

## COMMIT TO UNLEARN

**Commit to letting go of what you think you know about sales, to embrace what sales truly is.**

Sign Here

# WHY WOULD CLIENTS WANT TO HIRE YOU?





## QUESTION...

**Why is a potential client going to hire  
a professional photographer, and  
even more so, why you?**



# WE THINK CLIENTS HIRE US BECAUSE...

- We use professional gear
- We offer a professional product
- We have good lighting/technical skills
- We have a studio and real business

why is photography so expensive



All

Images

Videos

News

Shopping

More

Tools

In usa

Reddit

Wedding

Newborn

Boudoir

## Equipment and Overhead Costs

Photography equipment can be expensive, especially for professional-grade cameras, lenses, and lighting equipment. Photographers must also pay for studio space, website hosting, and other expenses to run their business.

Apr 1, 2023



LinkedIn

[https://www.linkedin.com/pulse/why-do-photograph...](https://www.linkedin.com/pulse/why-do-photographers-charge-so-much/) ::

Why Do Photographer's Charge So Much - LinkedIn



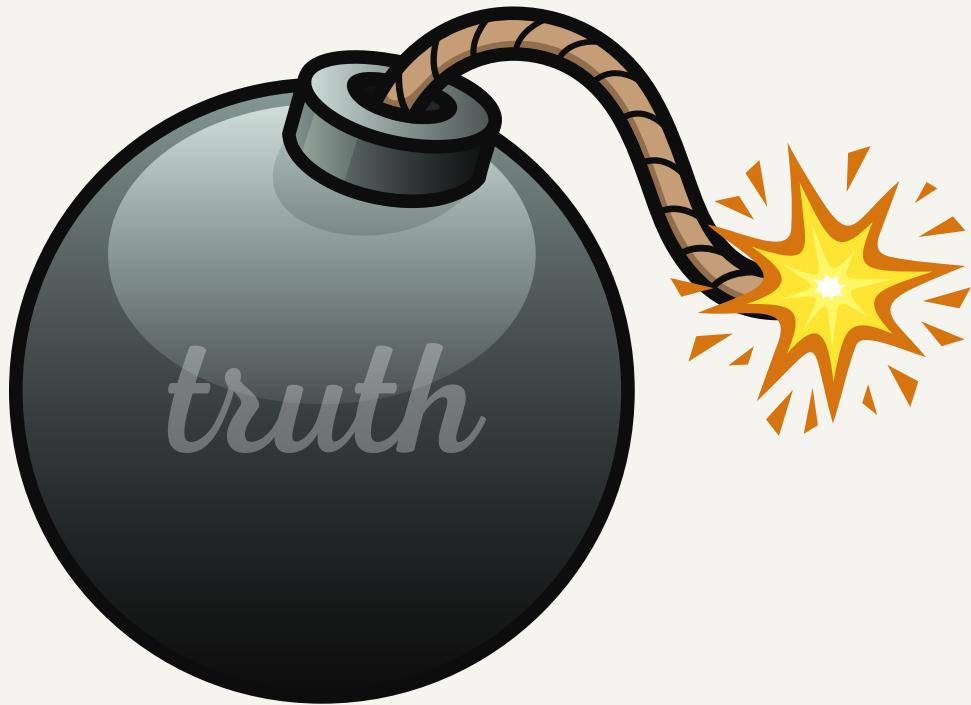
# WRONG!



## IN REALITY...

**Clients look for professionals (and specifically you) because they...**

- Like and trust you
- Resonate with your values
- Believe you can deliver
- Find value in your price



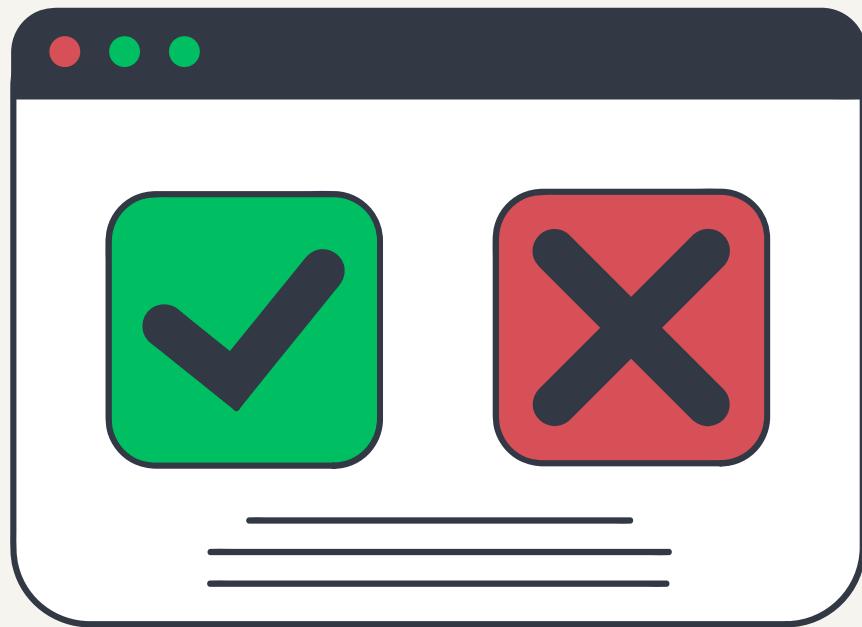
## MADE SIMPLE...

**People buy because they trust you as their advocate and they value your understanding of their needs.**



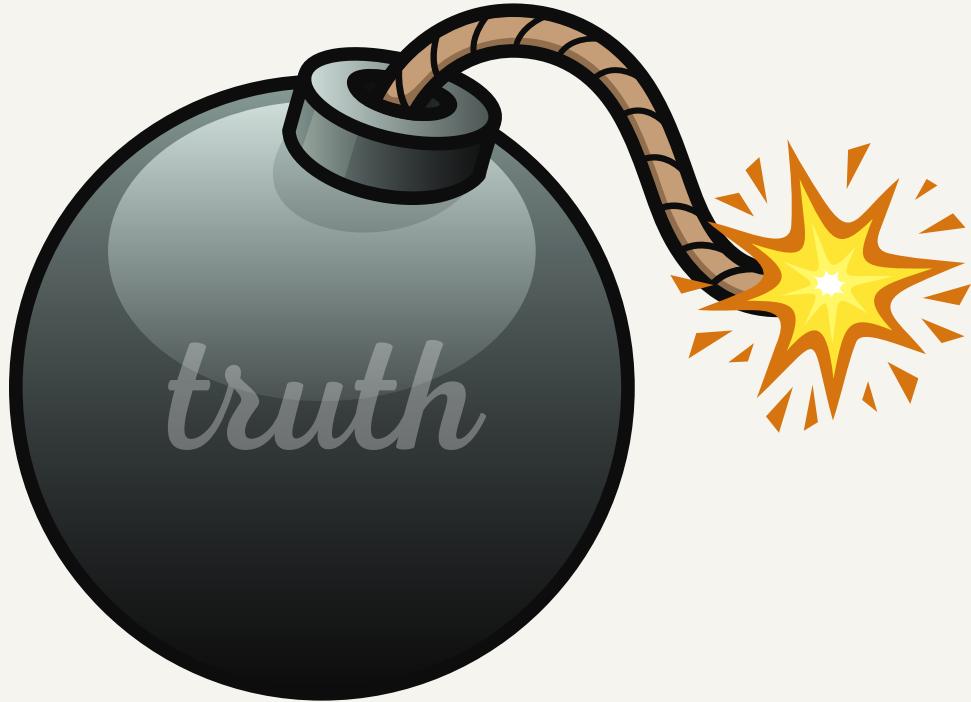
## QUESTION...

Maybe the better question for now is,  
“Why don’t clients buy?” Or even,  
what makes them say no?



## **FIRST REASON...**

**The first reason someone doesn't hire us is that they're not impressed with our brand/work. These people never become leads to begin with.**



## **WHEN IT'S NOT THAT, IT'S YOU...**

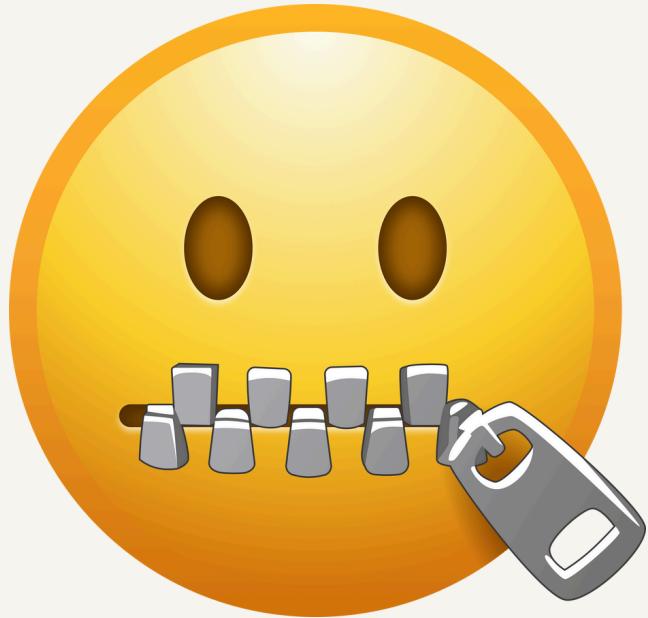
**Most of us approach sales with  
negative biases and/or no process.  
I.E. we prep the sale to be lost.**



## **NEGATIVE BIASES**

**In sales, we're often our own worst enemy because most of us:**

- Don't even understand "sales"
- Fear the thought of "being sold"
- Enter the conversation in fear
- Don't believe in our service/value
- Fear rejection and objections
- Lack confidence in our price
- Project our own insecurities
- We doubt the process
- Are too hungry for the sale



## **WHY THIS MATTERS...**

**Because I need you to stop talking about things that don't matter to the majority of your clients.**



# WE THINK CLIENTS HIRE US BECAUSE...

- We use professional gear
- We offer a professional product
- We have good lighting/technical skills
- We have a studio and real business

# SORRY... WRONG!

why is photography so expensive



All

Images

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## Equipment and Overhead Costs

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LinkedIn

[https://www.linkedin.com/pulse/why-do-photograph...](https://www.linkedin.com/pulse/why-do-photographers-charge-so-much/) :

[Why Do Photographer's Charge So Much - LinkedIn](https://www.linkedin.com/pulse/why-do-photographers-charge-so-much/)



# **LUXURY =**

## **Products or services that are:**

- Limited in nature**
- Require highly skilled labor**
- Time intensive**
- Elevated experience**





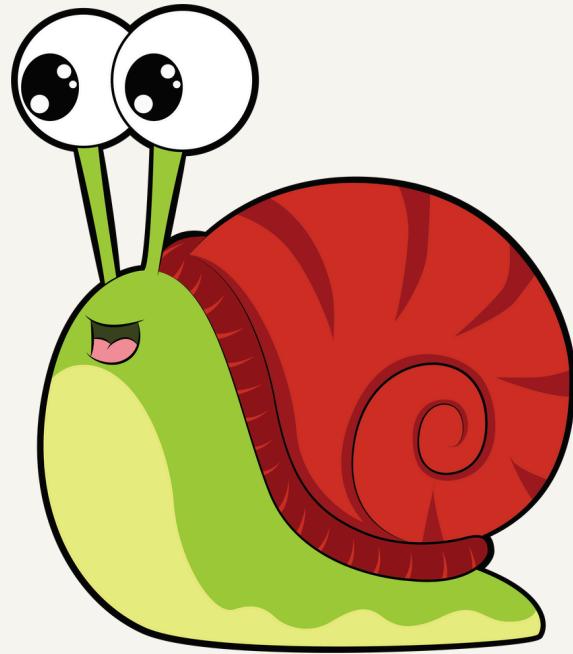
## **THESE ARE EXPECTATIONS!**

**When selling a luxury product,  
most “features” are simply  
expectations of the service.**



## **THIS MEANS... STOP ASKING:**

**“What brought you in today?”**  
**“What do you like about my work?”**  
**“What are you looking for in your...”**



## **SLOW DOWN TURBO**

**Get to know your clients (genuinely). Ask meaningful questions to show you're working as their advocate.**

**TRUST and ADVOCACY first!**

- In-person: 5 minutes or more
- Phone: 30 seconds (get to know during)



## **YOUR FIRST SALE**

**We will work through all of these, but you have to understand that YOU are your first and most important sale.**

# LETTING GO OF MY SALES TRAUMA



STEP 12

# **START LETTING IT ALL GO!**

**You're selling to your client's wallet,  
not yours! Sell to their wants/needs,  
let go of your fears, doubts, biases,  
and negative beliefs (takes practice)**

- Stop being afraid to talk to people
- Stop fearing the ask (making the close)
- Stop making rejection more than it is
- Stop fighting to justify your price



## **LEARNING IT VERSUS LIVING IT**

**REMEMBER:** There's a difference between knowing HOW something works, versus actually IMPLEMENTING IT.



# **START TO** **LET GO!**

**All of this will be uncomfortable at first, commit to the discomfort until what's unknown becomes familiar.**

Sign Here

# **SALES & BUYER PSYCHOLOGY**



# **THE 3 BRAINS**

**When entering a sales conversation,  
you need to be aware of the 3 brains:**



Croc



Neocortex



Limbic



## **“CROC BRAIN”**

**The brainstem or area of the brain  
that controls instinctual functions.**

**The croc brain wants:**

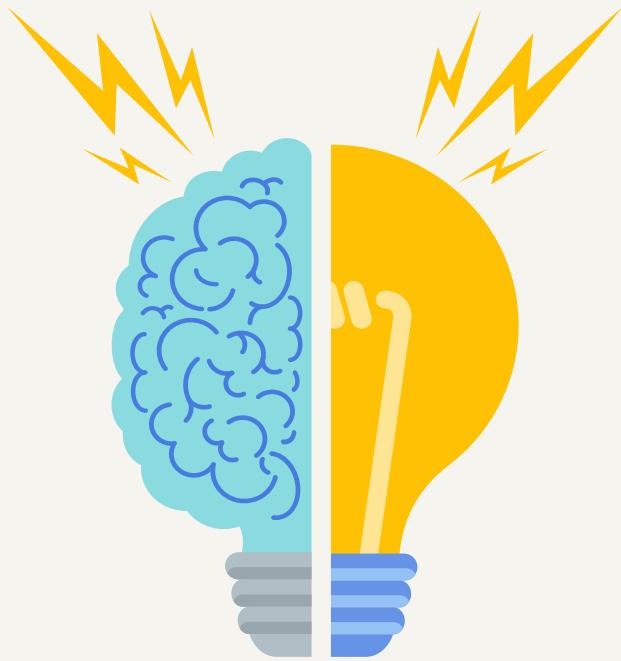
- Simplicity (no jargon)
- Summaries (no overwhelm, WIIFM)
- Survival (no pressure)
  - Avoid caloric consumption
  - Avoid loss of resources (time/money)



## **NEOCORTEX**

**Reasoning center that wants time  
analyze and problem solve. The  
neocortex wants:**

- Time for research
- Comparison of data points
- Space to think and process
- Negotiate/debate/bargain



# YOUR GOALS

**Goal #1** = Get past the croc brain

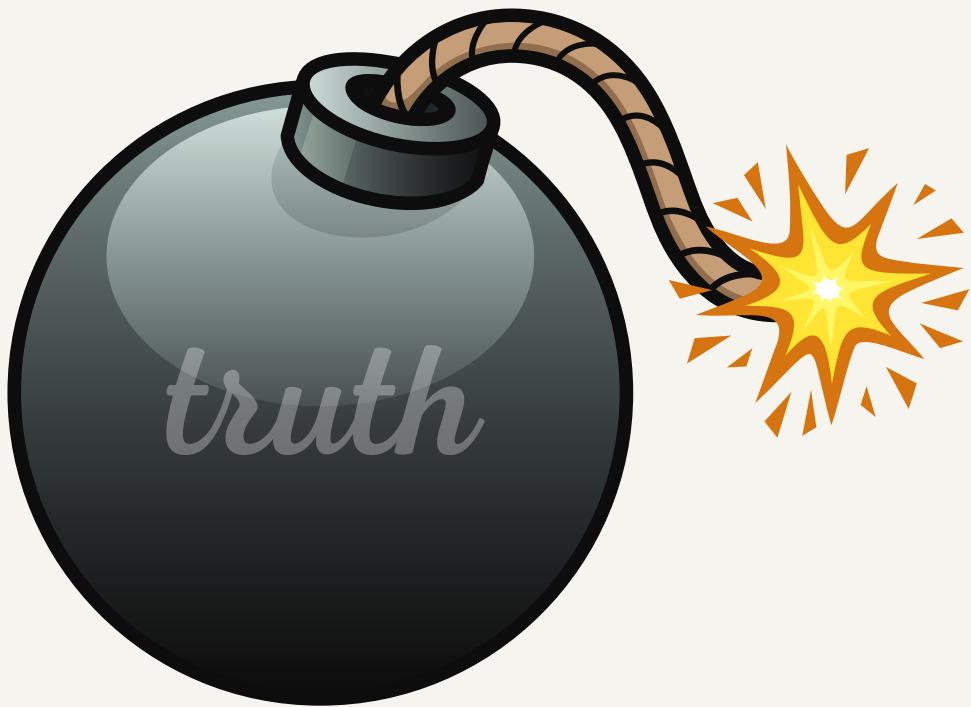
**Goal #2** = Avoid the neocortex

**Goal #3** = Stay in the limbic system



# **LIMBIC (MIDBRAIN)**

**The emotional center of the brain  
responsible for stories, memories,  
and relationships.**



## TRUTH BOMB

Luxury purchases are not logical,  
they're ALWAYS an emotional  
decision (for the most part).



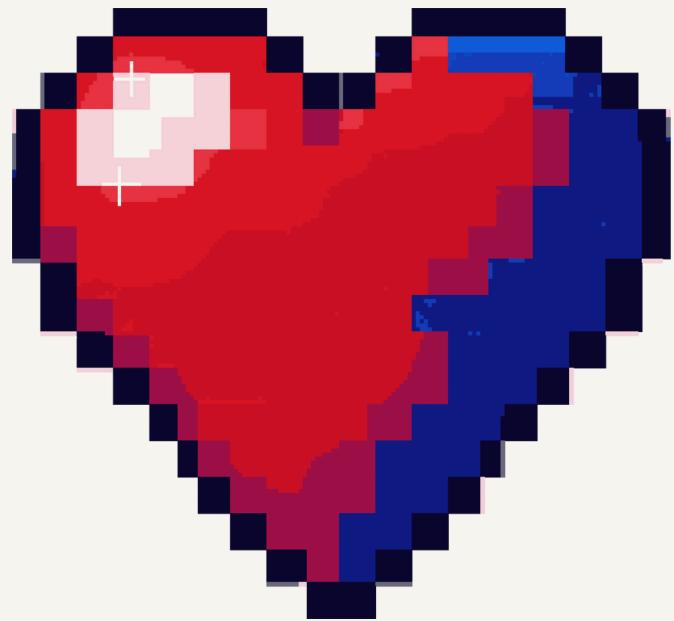
# QUESTION...

**But why does this matter?**



# **YOUR FRUSTRATION**

**Much of our frustration with sales is because we've created the WRONG psychological space for the sale.**



## **WHAT WE WANT...**

**We want our clients to see the person behind the camera, and yet we spend most of our time talking about gear, photography and technique.**

# THE 3 BRAINS MADE PRACTICAL



If you can't get past the croc brain it's because they see no value in what you're offering (WIIFM?)



If you keep them in the neocortex, they'll want time to think, analyze, and bargain over price.



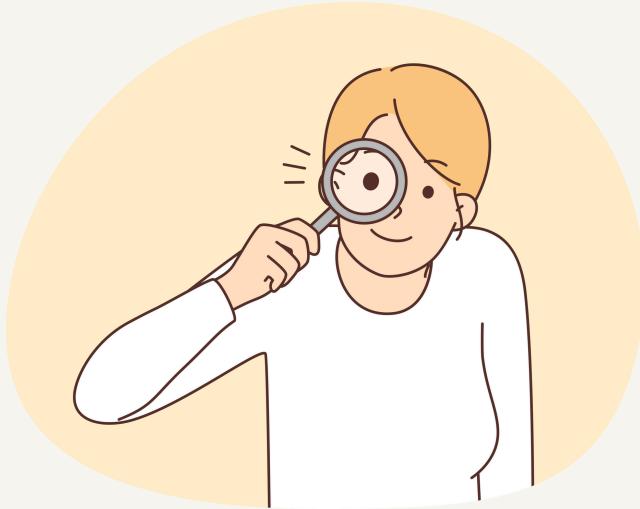
If you keep them in the limbic system, they'll think about what they want/value and weigh that against the cost of your service (what we want).



## BAD QUESTION EXAMPLE #1

**PHONE: “Do you have time?” or  
“Are you busy right now?”**

[ CROC BRAIN ]



## BAD QUESTION EXAMPLE #2

**“Tell me about what you’re looking for  
in your [TYPE] photography?”**

[ NEOCORTEX ]



## BAD QUESTION EXAMPLE #3

**“Can you tell me about your wedding day timeline?”**

[ NEOCORTEX ]



## BAD QUESTION EXAMPLE #4

**“What’s your budget?” or “How much are you looking to spend?”**

[ NEOCORTEX ]



## OUR FIRST BIG MISTAKE...

When we fail to create the right emotional space for the sale, it's likely we've also failed to:

- Understand what we're selling
- Understand their needs/values
- Help them trust you as a advocate
- Establish YOUR VALUE



# **THINK HARD...**

**How do you sell an EMOTIONAL product  
through reason and logic???**