

IMPACT

What I learnt from
communicating with
a million people?



SHREY SHARMA

Pre Face

Sales is a skill that everyone uses to get their way, but very few people are great at convincing. We always want things our way. Sales are happening or not happening, everywhere and all the time, in relationships, interviews, companies, and social situations. This is a meta skill.

I wrote this book to teach people the core skills of persuasion, enabling them to achieve their goals more effectively. Somebody already has whatever you want, so you just need to convince them to give it to you.

I have mastered the art of sales day in and day out by approaching customers for a decade on the streets and in shopping centers. I know what works in the real world and the psychology of buying.

I was not born like this, but had to go through a million trials and errors to go to the depths of sales psychology. It is not the end of learning but merely a point in the growth of my understanding. This book will save you years of making mistakes and a lot of effort and money because I have put my heart and soul into it to learn, and my goal is to make your life easier. All I ask you is to be coachable and be hungry and be willing to receive.

If you want to get the most out of this book, then start applying all the lessons I have taught. Initially, you have to put in more effort, but it will become easier with your time, and you don't have to think about it, but just operate subconsciously. So many people have the fear and judgment about sales, but you've got to love it because this profession or lifestyle skill will make your life easier.

Introduction

This book is divided into 50 chapters, which cover the basics and advanced techniques that you can use to form a basic understanding of sales or use this knowledge to become a master salesperson.

I want you to be open-minded, as you might not have expected or learned from anywhere yet what sales are all about. This sales book is your in-depth model to understand your customers and be able to promote your product with utmost confidence. Learn to build quick relationships with your customers, and they will trust you, buy into YOU, and whatever you are offering.

This book will give you real-life application techniques that could be used to sell or market whatever you desire. In the business world or your job, you must have the meta skill of sales to move forward, inspire, motivate, and convince people.

The fear that people have about sales or think that sales are hard it's because of a lack of experience, a weak mindset, a bad attitude, or a lack of good mentorship. Sales are easy, but you need to work hard to get those sales.

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1.

Believe in yourself

If you can't sell it to yourself, you cannot sell it to others.

Sales is a mindset game. It's no different from playing any sport. You must believe that what you are selling is the ultimate thing your customer needs right now to be happy.

Who else would you bet on? Bet on yourself!

Lead your own life by trusting yourself. The first person to believe in you is you. Doubting yourself will kill any ambition you have for your own life.

You show up every day, even when there are no results yet, because of the belief you hold for yourself. Most people don't show up for a long time because of the lack of belief that they can produce any result.

In my first sales job, I was fired on the third day because I hadn't made a single sale yet, but I convinced my team by handling their objections, and he gave me my job back.

That was my very 1st sale to save my job.

The reason I fought for myself is that I knew that I was going to be a champion salesperson, and I can do anything if I put my heart into it. Even though my leader or anyone else believed in me, I believed in myself.

I was crystal clear about it.

I mean, who else would you bet on if you don't bet on yourself?

2.

Positivity

Showing up positive and staying positive is everything.

When we are positive then we attract good things. The universe reflects our internal being. A positive attitude is the key to life, especially when times are tough.

Let's say I am positive before work, and I am driving to work, and somebody cuts me off on the road. Am I going to get pissed off and waste my entire day ailing to sell because of this incident?

If I let that happen, then that means I let the other person take the remote control of my emotions and my life!

We think everything outside reflects how we feel; however, notice the subtle difference in how everything inside is shown to us outside.

People who are successful in sales and life are positive people. Positivity comes from within.

If you need to work internally, then do it because by ignoring the work, you are paying a hefty sum of money and with your soul's energy. Light attracts light!

Every situation has infinite outcomes and perspectives.

Negative people focus on the worst scenarios and lose their attitude, affecting other people around them. However, positive people think about the best outcomes and see it manifesting in front of them; they make others feel more inspired and motivated.

3.

You are not that important

Nobody rejects you.

The fact is, people are objecting to anyone in your position right now; it happens to be you now in this situation. So don't take it personally. Keep going and enjoy the process.

There are infinite planets and stars in the universe, and our imagination and the universe go on to infinity.

It's our internal and outer projection that we think of ourselves as too important, which is a delusion, and hence why we feel pain.

When you realise that you are not that important and accept this truth, you allow yourself to make mistakes and choose yourself to shine.

Work and create from your heart, feel actual fulfilment, but realise there are other infinite beings in the universe, and we are to help each other to evolve.

We are all on the same team.

Don't make yourself too important, learn to enjoy, and don't be so serious.

Help others win.

Bring in fun and light-heartedness with you, and see how others perceive you and like you quickly.

4.

Everyone is looking to be loved

Get to know your customers.

Your customers are all looking to be loved. The fact that you are taking your time to know them better is a key indicator that you care and love them.

Ask questions about them!

Genuine love is shown with the energy you hold in your heart, and your customers can feel it too. An average human is so starved of love that a tiny sign of love from you will make them want to love you back and buy from you.

Don't give love to receive and make it conditional; give because you want to, and in return, we receive because we give, but do not expect it.

Start with yourself. Do you love yourself?

When you feel love for yourself, it becomes easier to spread love to others.

When we are in a joyous state, we have our cups full, and it's easy to pour love for others.

See how quickly you call out your people and your tribe from the crowd and far distances as soon as you become the vessel of pure love.

5.

Writing the Pitch

1. Question

Start the pitch by asking the question!

Ideally, your question sparks the curiosity of your customers, and they don't know the answer, so they perceive you as an expert, and you get their attention.

It's an attention economy, and most people have zero attention span because of social media. The first step to sales is to capture their attention.

Asking them a question gets your customer to think, and it usually leads to the problem that they are facing.

2. Problem

Problems sell more!

Most people are addicted to negativity. Why do people watch the news, buy newspapers, and have negativity go viral on social media?

Point out the problem that your customer is facing. People are only concerned with their problems. Spend more time talking about the problem.

75% of my sales pitch is diving deep into the problem and making a customer feel.

Do not assume that your customer understands the problem even if they say so. They might know of the problem, but there is a huge difference between knowing and understanding. Everyone knows how to be healthy and have 6-pack abs, but that doesn't mean they understand how to get 6-pack abs.

So many people feel guilt and shame and don't talk about problems because they don't like it or for some other reason. This is short-term thinking.

Your focus should be on how to move your customer. How to make them feel emotional? How to get them thinking?

Because if you don't address the problem or see it properly, you won't find the solution

3. Solution

Offer your solution that solves their problem.

Your offer could be quick and spend less time talking about the solution.

Make sure the solution is delivered with a lot of excitement because it needs to match the vibrational frequency that your customer wants to eventually feel.

It's the buildup.

Make it count because you are there to give your customers a good time.

4. Close

Close is the real exchange of value.

In the business world, we don't get paid to pitch (presentation), but we get paid to close the deal. Closing is when the real transaction takes place.

When the deal is signed, cash is paid, or a credit card is put down!

If you don't ask your customers, the answer stays no!
Close often and close faster.

Most people say yes after 3-5 times. If you can take more No's than they can say, then you get a YES!

Make sure you keep it light-hearted. Making jokes and having a sense of humour helps when the tension is high. The key is to break the ice again and again with a sense of humour, so you can be pushy, and your customers do not realize how pushy you are if they are having fun.

Stop showing up with fear and wasting your own time by acting inexperienced, scared, or feeling like you are annoying others.

If you don't ask for a close, then you are also wasting your customer's precious time.

You are choosing failure because of the fear of success, and just remember that you are not respecting the outcome, you and your customers are there for.

In the close, I use a technique.

A. Give

Firstly, offer your customer something because most people are greedy. Use words like Massive, Bonus, Free, Humongous, and Amazing when offering.

B. Ask

Ask for money. Don't make it a big deal. Use words like tiny, as long as you can, you are the boss!

C. Give

Offer something again!

The entire close has no pauses. Say it fast!

So, in business or when convincing others, you always give first, receive, and then give again.

Be cheeky and assumptive! Research has shown that you are more likely to get something when you offer something first.

Even if your customers don't ask for it.

This is the reason why so many brands offer "free" samples, testing, or newsletters, etc. It barely costs them anything, but a customer feels guilty and is more likely to say yes when being asked to purchase something in return.

I want to share one more perspective about it and say this: give because you want to give.

You need to learn that we are in an ecosystem and an integral part of how the universe functions and operates through all its beings.

We live in a harmonious relationship, and giving and receiving keep the ecosystem running.

There's much value in offering things. It doesn't have to be an expensive offering from your side. You can always give value with a simple smile, a sense of humour, and genuinely asking someone how they are feeling. It's not the price but the intention that matters when it comes to giving.

6.

Body language

This is 70% of the communication.

Your body language communicates way more than words.

It's hard to overdo your body language, so feel free to express yourself fully. Facial expressions are important in body language.

Start the conversation with excited and indifferent body language.

Talk about the problem of your customer with closed body language.

Offer your solution with open body language.

Close the sale with indifferent body language.

You can choose wisely how and when you use your body and how effective you are.

Great body language also helps you to be captivating and hold other people's attention. All your words can be 10x more meaningful with the right use of expression of your body.

It's like anything that becomes better when you do it more. Most relationships fail because of a lack of poor communication. Imagine how many of these people don't use their body language so their spouse can feel seen or heard.

We can all use body language as a tool, but most people have forgotten that it is in fact, a tool. Using body language correctly can improve your relationships with the people around you.

Do not take this as a small thing. Mastering this will master your skills of convincing, and you will get more yeses.

7.

Facial expressions

There are 43 muscles in the face.

Learn to use the muscles and be more expressive.

You can excel at communication and portraying a message through the right use of facial expressions. Nobody made it big by just doing anything only once.

Any skill requires hours of dedicated work.

The idea is that when you are talking about solving a problem, you need to look sad. When you are talking about a solution, you need to look happy, when you are talking about the money, look indifferent.

The key here is congruency.

People usually form their opinion of first impression after looking at the facial expressions of others.

When a customer walks in, even before any word has been exchanged, they would make up their mind looking at the staff. Do the staff look happy to be there, or are they just looking at the clock, waiting to pack up and go home for the day?

A nice warm welcoming smile makes other people feel welcomed, and when the customers see the staff having fun and loving what they do, they usually form a good first impression about the brand.

Pay attention to this and see how you can broaden your horizon and learn to connect fast and with the right people.

This will open more opportunities for you in your social life.

Some people have this unique talent of making others laugh with their facial expressions. Mr. Bean is a legendary example over here, who won the hearts of millions without even saying a word. This should convince you of how important facial expressions can be when attracting better connections.

8.

Tone of voice

The tone of voice represents 20% of the communication.

Match your tone of voice to what you are saying with your words.

When you introduce yourself, be excited. When you talk about the problem, soften the tone of voice, and when a customer gives you an objection, have a soft tone of voice too. If a customer is concerned, then use a caring tone of voice.

This is what most comedians are masters at. It's not the joke they are saying, but how they are saying it.

We can practically say anything and have different perceptions of it.

Next time, when you are communicating, especially if you have to say something that can be hard to listen to, pay attention to how you sound. With tough feedback, I like to keep my tone down and speak with a sincere and caring tone of voice.

Sometimes you need to have a stern tone of voice to draw the line or the boundary. In communication and sales, you need to get aware of all of these things so you become a master at delivering a message. Your work here is far more delicate, and you can start seeing now how deep the psychology of it goes.

You can tell the best story, but in a bad tone of voice, it can have a negative impact, causing the vibes of the room to drop. On the other hand, if you know how to make anything boring sound amazing, you can grab everyone's attention in the room.

The choice is always yours.

My friends and I used to do this for fun. We would start telling a random story and look at the other friend, and ask him to tell the rest of it.

Never to my disappointment, they always overcame the challenge with quick thinking and making any random start of the story sound absolutely amazing.

9.

Pauses

Pauses help us paint a picture in customers' heads.

When you make your point just after the problem....Pause!

You don't have to pause that much when you are speaking about the solution.

In the close, there are barely any pauses because you don't want your customer to think too much at that point.

It's quite strategic. As a salesperson, you decide what your customer is focusing on and what they aren't focused on. This is why there are pauses in the problem part of the pitch and no pauses in the close.

You want your customers' attention on the things that are more likely to get you a yes. Remember that this is only used for getting your customer to say yes to solve their problems, which will make their life easier in the end.

Pauses help the information sink into your customer's head. Think of a brain as a sponge. If you put it in water and take it out, would it soak up water? Probably not! However, if you leave it in the water for a couple of seconds, it will absorb water!

So, the key to making people feel or to move them is to learn to pause at the right time.

When you are talking about the problems that your customers are facing, then pause, because you really want that information to sink in.

Initially, this part might make new salespeople feel uncomfortable and awkward.

Some may try to skip this part and struggle with sales themselves; they might not ever get good at it. Especially because during the pause, it can be even more effective if you are making solid eye contact with the person you are speaking with.

You need to learn the art of having an honest chat with your customers and realise that things that are hard in the beginning are the things that help you to grow and push yourself out of your bubble.

Soon, people will trust you more, and you will become the master of getting people to focus on the problem and learn to pause, making a person actually feel.

10.

Volume

The volume you use speaks tonnes.

How loud you are in a social situation and sales matters a lot. You must be completely aware of the surroundings to have full control of the situation.

Imagine a scale from 1 to 10

1 - barely audible

10 - shouting

This is the volume level you should aim for in each part of the pitch:

Introduction - 6

Problem - 4

Solution - 6

Close - 6

Remember that if you want to talk at a volume of 5 but there's noise in the background, you might want to talk at 6-7 to have the same impact.

This is one of the most important parts of communication that is overlooked.

Imagine how many arguments start when the other person is loud.

This could have been avoided if everyone were aware of how loud they are, especially when it's a topic that can trigger the other person.

Try to never raise your volume, and see how many bad situations can be avoided and how many relationships could have been saved if we were coming across with the right volume.

11.

Tempo

Think about the song you like.

A good singer is always aware of the speed/tempo of their lyrics, and it changes throughout the song.

Examples from a pitch:

Problem - slow it down, take your time

Solution - fasten it up

Close - quickly mention it

Also, match and mirror your customer.

See how they talk. Match their speed and they instantly like talking to you.

Think about your university professor or schoolteacher who used to have a boring momentum to their lectures. It's because they always had the flat monotone voice and said everything out loud as if they were reading to themselves. They come across as boring, and everyone loses interest.

Try to be engaging and exciting yourself, and speak slower and faster depending on what you are communicating.

If you can learn to speak in patterns, that certainly gives you an edge, and you also show a lot of personality because of this.

12.

Smile

A smile is undervalued.

When we are smiling, happy or upbeat, the customers feel it too; it is contagious and makes you more likable and approachable.

Especially in face-to-face sales, if you are selling in a fast-paced environment, for hours every day on the streets or at a kiosk in a shopping center, it's important to smile all day.

How do you know if you are smiling?

Well, the first time you start smiling, your facial muscles will hurt because most of us are not used to it.

Smiling makes you appear more welcoming and likable as a person.

Don't force your smile, but learn to have a good time and be genuine. This also comes from your positive attitude and outlook on your life.

How do you see the world?

Do you see the world as if it's coming to an end? Do you see chaos and mistrust everywhere in society?

Then it's harder to smile.

If you see the world filled with magic, perspectives, butterflies and sunshine, then naturally you'll be smiling and attracting people to you as the honey attracts the bees.

When you are in this state of reality, then smiling becomes more important than saying a thousand words.

You are taking with you a proof easily expressed, it's seen and felt by your customers, and they will follow your footprints.

It's the same reason that we like children.

Most children are quite playful, bubbly, and smiley.

This definitely is liked by us adults, we see and recognise our own innocence. We are reminded by children of the beautiful existence we are a part of.

Smile often and make others' day better.

13.

Focus

The number 1 skill in both business and sales is **focus**.

When we are laser-focused, we make things happen.

If we are not focused, how can we expect our customers to be focused?

I don't even pitch my product to people who are using their phones. The reason is that if I don't hold their attention, I am not going to close them.

Focus comes from your priority.

What's your priority? You focus on your priority.

Choose your priorities wisely and consciously. Cut off all your distractions. Put your phone away and learn to laser focus on one thing to create results.

Most people cannot focus on one thing. Creation stems from focus.

Any big business is built after years of focusing on it.

Any skill is learnt after years of staying focused and practising it daily.

You can ask this from any enlightened master or the top athletes. So many people stay unsuccessful because they can't focus on the right things for long periods of time.

Successful people consciously choose to focus on the right things. They know what actually matters.

The power to manifest comes from thinking and taking action with absolute clarity.

Moving towards a single thing and being extremely focused.

Ask for it daily, and the universe helps you to get it.

14.

No leads to a yes

No means next opportunity.

If the customer is still with you: standing, listening, or seeing your content, that means they are waiting for you to convince them.

If it were an actual no, then they would cut it off completely and go and do their thing.

How many times do you take no for an answer? Unlimited times!

If you knew that you were ten or a hundred Nos away from being successful, then how quickly would you go through them?

The reason we want to push more is because we believe in our product and know that when the customer buys our product, their life will be easier.

Take any example of anyone who made it big in their lifetime.

They were consequently rejected so many times by people who couldn't see their vision, but they believed in it and kept going until they got a yes.

So many people say no without meaning it.

We are used to others asking us for things that we don't want to share or do. So, when a real opportunity comes, people are sometimes reluctant to receive it and don't see the value in it.

If they don't want to receive the gift that I am offering, or what I am offering might not be for everyone, then that's okay as well.

I personally give people a chance, and I like to take pride in what I do.

People who get more No's get more Yes too.

The greatest soccer players also failed 10,000 times in the match to be the world's number 1 scorer.

They realise that the goals are scored after missing out on scoring. There's no hundred percent success rate, and the more No's you get the more chances you have to get a Yes.

Rejections are not failures but learning curves for growth and 1 step closer to your dream lifestyle.

You literally lose nothing after a rejection, but 1 yes can turn your life around.

I have met so many people who will keep struggling financially themselves, but won't be the one to keep going after getting a No.

Stop having that nice-person syndrome and have the courage to stand for yourself.

A sense of humour definitely helps to keep the conversation going with a light heart and playfulness.

You don't have to be serious or even worse is be emotional or rude to other people when they say no.

Even if you get a no, learn to respectfully walk away with a smile to the next person.

15.

Energy vampires

Some people will drain the energy of your soul.

Whilst it's important to keep pushing conversations to potential customers, we need to be cautious and let go of the energy vampires soon.

Not everyone is a buyer of McDonald's or Coca-Cola, and that's fine.

Some people are just not your buyers, and you need to accept it. Some people are also downright negative.

If a customer doesn't believe in your product or service or industry at all, then don't waste your time.

Some people will just complain about the entire world: politics and religion, and take you off-topic time and time again.

Try to bring them back to what you are selling, and if you can't get them to listen to you, then just let them go and focus your energy on someone else.

I would rather spend my precious time with someone who is positive and a potential customer than someone who is a pessimist, and I feel like I am talking to a wall.

It's easier to find people who are interested than to waste time with the wrong people.

Your body will tell you instantly when you come in contact with people or customers who are not good for you. Listen to your body and don't spend time with these people because life is short.

You want to surround yourself with like-minded people who value growth and who are here as healers and help you with the evolution of your soul.

You don't owe anything to anyone.

Be respectful and kind, yes, but know when to let go of them so that you can keep shining your light on other beings.

Don't let these people exhaust you emotionally, but maintain your energy so you can meet the next potential client and convert them.

Stay upbeat and positive yourself.

16.

Push your limits

It's important to be savage and push your limits in sales.

Push yourself hard.

Some hours and some days you will want to quit and get an easier job, remember that winners have a strong mindset.

Winners have no excuses, and that's why they win.

Growth is always outside your comfort zone.

Most people say they want growth, and they want to be successful, but when push comes to shove, they start feeling sorry for themselves.

If you truly value growth and progression, then only you my dear reader, can push your limits.

Remember that limitations only lie in your mind. You decide your worth.

Pushing limits is not even hard when you have big reasons for yourself.

If you want to suffer for life and stay where you at, then you are not pushing limits. There's a pain in not growing.

Evolution always pushes us to grow. If we choose to stagnate and die quickly, we can become remorseful and bitter.

You can see how some old people are just bitter, and some old people have found a level of peace with themselves and everyone else.

When conscious growth is truly what you value and you care about your values, then pushing your own mind-made limits seems like the only preferable answer to ask more from life.

When I say pushing your limits, I don't mean physical limits but instead mental, spiritual, and emotional limits.

Go the extra mile, be a dedicated worker, and achieve a level of excellence by pushing yourself harder.

The results might not show in a day or a week or even a few months, but the difference will be easily evident between people who gave in with excuses and people who pushed themselves to be the best version of themselves.

17.

Customers focus

As a salesperson, you decide what the customers are focusing on.

Are they focused on what you are saying?

Are they focused on you?

Are they focused on the price?

Are they focused on the problem and the solution you have to offer?

The truth is that all the products have some negatives and positives.

Your goal as a salesperson is to make sure that you

- Take your time when you talk about the problem faced by customers
- Quickly go through the negatives i.e., closing and mentioning the price

If a customer thinks too much about it, then they won't buy it.

A sense of urgency creates sales.

If you have already mastered the other lessons and have gained some reasonable experience, you can work on helping your customer to focus.

You are a leader in the conversation, so learn to get the focal point of your customer in the place you desire.

You help your customer to focus on what the desired outcome is in the end and lead them to the next step.

If a customer is not focused or you are not focused, then it's like wasting everyone's time and not achieving anything.

Whatever it is you want to manifest, just focus on that and keep taking small steps.

18.

The power of asking the right questions

When you master the skill of asking the right questions, you master the art of sales.

Asking the right questions helps you to find out more about your customer and their concerns regarding the price, product, or anything else.

Most customers don't tell you the real reason that is holding them back. They say some excuse that pops into their head.

So, you don't end up wasting your time dealing with some fake excuse or objection, learn to ask the right questions to find out what is holding your customer back.

Remember that you can ask your customer anything, depending on how much rapport you have with them.

Think about it this way, you can ask your best friend anything because you have a solid rapport with them. If you don't have the rapport, then build the rapport first and then ask them whatever you like.

Some examples of the questions you can ask

How long are you in the market for?

Do you like what we do?

Do you like the idea of this product/service?

What's stopping you from deciding? Is it about money, product, or anything else?

Who is the lucky one that you have already chosen to buy the product/service from?

What do you look for before deciding?

What's important to you?

This avoids you assuming to know what's holding your customer back. It allows them to tell you.

If you do it really well, then they talk themselves out of their objections and are ready to buy from you.

There's nothing you cannot know about a person if you are asking the right questions.

In my intimate relationships, I ask a lot of questions to get to know the other person better.

The person you are talking to right now has a whole history and a future ahead of them in their thoughts, memories, and inner world.

When other people feel safe with you, they open up more and tell you things that they haven't told anyone, all because they know you have the power to listen and heal them without judgment and just compassion.

19.

Give genuine compliments freely

People love to talk about themselves.

If you give genuine compliments, then they like you instantly.

This also goes on to show that you are interested in them. People care only about themselves, so this also helps you be more likable.

Don't lie and give fake compliments. People can sense that energy.

Take time out to take an interest in their life and make them feel special.

You might need to train yourself to see small things that are special about them.

Sometimes we ignore the good qualities in others and the good things about them because we take them for granted.

When you focus on the good, small things about others and give them compliments, you are just learning to cherish the beauty in the world.

All humans try their best to be the best.

Seeing and recognising this helps to spread love and kindness.

20.

Tell them to do it

People do what they are told to do.

Stop asking and start telling people.

It comes from our childhood when parents would ask us to do something like clean our room.

You might first need to make them feel for the cause/product. As humans, we feel something, and we must do something about it.

As the old saying goes, it's better to ask for forgiveness than for permission.

You will be surprised to find out how many people pull out their credit cards and sign the deal when you tell them to do it.

This comes from a lot of self-belief and confidence in yourself.

When people sense this, they listen to you. They will only listen to experts, so make sure you are an expert or at least sound like one.

Before you tell anyone to do it, make sure you know what you are doing and that the customer is fully inspired already.

We can only sell to people who have already sold in their heads. If done right, people respect it because you are helping them to finish the task, and in our case, it is a sale.

Just like a doctor would not ask his customer, but tell them, what's happening next, as an expert salesperson who knows the sales process inside out, we will be showing our customers how it's done easily.

21.

Problem sells more

Sadly, in our society, people are more inclined and wired towards negativity.

To protect our survival, we must pinpoint the dangers and point them out quickly before a huge asteroid hits us.

It is the negative videos on social media that go viral easily.

The problem is what gets the attention! Talk about problems!

All sales boil down to, is an imaginary problem made by brands or a real problem (this is what I am personally interested in solving for my customers), and then a solution.

Think about a beauty brand for females - they consistently pass a message that girls are not beautiful, BUT after they buy the product, they will be.

All the marketing in the world is based on not being enough, not beautiful enough, not happy enough, etc.

When you are speaking about the problem in your pitch or handling their objections, be genuine and explain it well.

Take your time, use pauses, and speak slowly. Have a soft tone of voice, low volume, and closed body language.

This is exactly how you make someone feel.

Your challenge lies in how well you can make them see the danger.

In the end, you can say things like “how sad is that”, “how bad is that” because when you say these words, a person feels\ those feelings associated with words.

22.

Benefits sell

Make people feel amazing and see what they do for you.

Talk about not what you want, but what the customers want.

You cannot force people to buy your product, BUT you can make them want to.

People are greedy and always looking for what they can get: Status, ease, effectiveness, efficiency, speed, etc.

Everyone is looking for what's in it for them.

Big brands have mastered this art and they use words like bonus, free, value, and double to play into human greed.

Aside from this, whatever you are selling, you know the benefits and can communicate this with your customers.

Speak with excitement and passion about this part of your pitch and objection handling.

Your vibe is contagious, so your customers will feel the same.

Just remember that you woke up this morning to sell your product, and your customer doesn't know that they will be buying it yet.

You can also use sayings like

How good is that?

How amazing is that?

How great is that? Etc.

23.

Make them WANT to do it

Be engaging, captivating, and entertaining.

Remember that it's always about the customer.

Make it fun for them. Take them through the emotional roller coaster. Keep talking. Be passionate and look deeply into customers' eyes to make them feel.

People can easily sense by looking at you if you truly love what you do and believe in it.

Their opinion about anything comes after their opinion of you.

Their position will change depending on how you feel about your own work, which is your own art.

Sales is an art, and you are an artist.

If you are a person with a great personality, a leader, if you have charisma, or a high level of excellence, or any other strong social traits, then other people will quickly feel it too.

There's no point in forcing your customers to buy it. This is not a good strategy, and I personally don't recommend it.

The game changes when you realise that you can make them want to do it.

24.

Relate

Why do you like the person that you like?

It all comes down to the relationship you have with them.

If a customer can relate to you, you have them convinced already.

They need to know that you are like them.

Find some middle ground and talk about them. People love to talk about themselves.

If a customer can't relate to you, then there's no connection.

Relatability leads to connection, and that leads to sales.

You become relatable easily when you allow others to be close to you.

On a soul and energetic level, we are already related. It's our ego that separates us and makes us feel that we are all separate from each other.

When you get genuinely excited to know others, it's easy to relate.

You can relate to your customers on a number of things. You can speak about their ethnicity, place of birth and growing up, hobbies, clothes, tattoos, religion, their family, motives, values, things they do for fun, the list could go on.

The more people you meet, the more you learn about others, and the easier it becomes with time.

Relatability leads to friendships.

You just have to learn to trust people, especially if you have any sort of trauma around it.

I promise you, if you learn to trust and allow others to shine, you will easily see how you are related to everyone, and connecting is just a normal way of being.

25.

Analogies

Giving good examples makes a person understand better.

Giving personal examples of one's own life helps.

If a person can understand what you are saying, and they agree with you, that's when they buy from you.

When you are presenting during objection handling, it's good to always use analogies and examples to communicate the message.

Humans understand better when something simple is communicated, which helps them to understand something newer or more complex.

For example, if a customer gives you price objections, especially for low ticket sales, you can talk about how we waste money on coffee, cigarettes, or takeaways.

Again, don't say you waste money, but say "I waste money on these things", and they will start to think if they do the same.

If it's a high-ticket item you are selling, then you can talk about spending money on holidays, cars, etc.

Use real-life analogies to explain better. Sales is teaching a customer about your product.

My friends and colleagues tell me that I have good examples for everything, I think on my feet, and allow myself to think with an open mind, always finding a possible, easy example to communicate my point.

Once you successfully do it for a scenario, you can use it over and over again to explain the same point.

Using examples helps our brains to comprehend easily. We see a similar situation in a different light and learn to connect easily.

This reminds me of when I was explaining to someone that the more they talk, the less impact it has.

I gave an example of mixing vodka with soda water. If we just start with vodka and mix it with no soda, then we taste a lot of alcohol. With every extra drop of soda water, we taste less alcohol. He asked me why that is, because the amount of alcohol is the same.

So, I replied to him that it's exactly like coffee, a single shot mixed with nothing is strong, but if you add a lot of milk, then the strength of caffeine will be reduced, and he suddenly understood what I was trying to explain.

Talk less and make it more meaningful with your customers.

Use more analogies and communicate like a champion.

26.

Make it fun

If you have a sense of humour, charm and you are funny, you undoubtedly have a better chance of selling than anyone else.

However, if you don't have these traits already, then you can learn them.

Some people are born with it, while for others, it is something that can be developed over time.

Ask yourself, are you making the process of buying enjoyable for your customers?

Would you buy from yourself?

If the answer is no, then change something!

You can have fun in a lot of ways. By doing something unexpected and by creating and maintaining good vibes around yourself.

Let yourself loose and set yourself free.

We are all here together, for a limited short time, so we might as well be childish again enjoy life, create fun for others to be a part of.

Some people came to work in our company. They all expected a fun environment and expected others to contribute to the fun. Ironically, they were the ones being boring and spreading negativity.

It all starts with us.

As the saying goes by Mahatma Gandhi, be the change that you wish to see in the world.

Fun is a currency of the marketplace.

When you are fun to be around, you are magnetic to people.

Think about the fun people in your life, those who you like spending time with, because seeing them brings out laughter, and it's the best for healing.

27.

Talk to them (not at them)

Sales is a conversation between you and a customer.

Asking them important questions throughout your process of selling keeps them involved as well.

If you talk AT a customer, they will never be convinced. If you can have a chat with your customer, you have a high chance of closing them.

Get your customers involved, and make sure that through the process of selling, both parties are in agreement and on the same page.

Sales is just a chat, similar to dating and attraction.

If you can have a good chat with anyone, you end up slowly falling in love.

I meet people who are so scared to chat, but it's you allowing yourself to meet others.

When you stop fearing it and stop hiding yourself, then you create a space for others to come in.

You want to make sure that you are taking your customer on an intellectual journey to get them to a place where buying is the only right choice.

Ensuring your capability to have a chat empowers you. It allows your customer to feel at ease, and once they know and trust you, they buy from you.

28.

Numbers game

Sales is a numbers game.

The person who approaches more and pitches more will get more sales, period!

Whatever you are selling, you need to have more volume.

Imagine a soccer player who'd only hit the football a handful of times in his career or practice; he wouldn't be a world-class scorer.

It's important to make sure you go through a high volume of numbers without being emotionally attached to the outcome.

Think of yourself as an AI robot or a television advert that is broadcast to millions of people, but it is unemotional and sells automatically.

It gets rejected millions of times, but it also gets 1000's of yes's.

Your ability to go through a lot of numbers and stay positive is the real key to success in sales.

Everything in life is a numbers game.

You just need to learn to stay in the game long enough to see the fruits.

Most people quit on themselves and quit too early because they lack the patience and trust, and they can't live with the feeling of uncertainty.

I used to be broke and had a lot of time, which has made me humble to realise that if you quit, you would never know.

Lead yourself and others with trust.

The results show that it takes time and resilience. Keep asking and ask often until you get a yes.

Sales is a numbers game. It's fair, consistent, and probability-based.

People are not reliable, but numbers are.

You can find your personal law of averages day to day, month to month, or on a yearly basis. Even if a person lacks skills, the numbers will still work in your favour if you keep going with a positive attitude.

This is one of the most important factors to excel at sales.

If somebody starts 10 businesses, we can almost guarantee that one of them will be a blockbuster.

If the law of averages hasn't hit yet, then they can learn a lot and try again on the 11th business.

Do you give up on your dreams or do you keep going?

I am not talking about sales here!

29.

Never about the money

It's never about the money but the trust and want.

When we really want something and we trust it, we find the money and time to get it.

However, if we don't want something, then we find an excuse, which is - we can't afford it, or have time for it, etc.

Humans spend an infinite amount of money and time on useless things, and the examples are everywhere.

If you are selling something worthwhile, then make sure you show that to your customers, and when they want it, they will find the money to have it.

The main problem arises when a salesperson starts to believe that they are not selling because of the money objection.

So, what's happening in this situation is they try to justify the price too much by over-talking and asking out of fear.

The micro-expression is easily sensed by the customer.

If a salesperson acts from scarcity all the time, and complains about small fines and charges, which amount to nothing in the long run.

How do you make anyone believe that it's not a lot of money when you feel the same? See what's happening here.

Your own personal relationship with money needs to change.

You need to realise that money is just a means and it's infinite.

The government prints the notes whenever it wants.

So it's like the flow of a river, it keeps going.

When you successfully change your own relationship with money, then you realise that few of your customers even mention it, and you raise your own frequency to the vibration where money comes in easily.

The cause of this problem might be coming from childhood, where so many of us grew up with scarcity and sayings like money doesn't grow on trees.

Well, technically, it does grow on trees because it's made of paper.

Have a positive relationship with money.

Love it, value it, and don't take it for granted either.

Give happily and receive honestly.

30.

Keep it short

Always keep it straight to the point, keep it simple.

K - keep
I - it
S - short
S - simple

K - keep
I - it
L - long
L - lengthy

When I first started selling, I was so motivated that I read a 300-page book on the product so I would know everything.

I thought to myself that if I tell this to every customer, they will certainly buy it.

Guess what?

My sales dropped straight away, and I learnt the lesson of talking less. To stop confusing my customers and give them clarity and confidence.

This comes from a lot of fear, because we start over-explaining.

Most humans at the core are lazy; we want the most benefit for the cheapest price.

If something sounds hard and requires effort on our brain cells, then we tend to procrastinate and never truly want to do it.

So the lesson here is to keep it short and simple and be clear.

The customer needs to see that it's easy.

31.

Say their name and say it often

There's nothing more we love in life than hearing our name.

Since childhood, our name has been the most important part of our identity.

Find out the name of your customers, learn to say it correctly, and then say their name again and again.

Remember how Starbucks started saying customers' names, and the company became exponentially more successful. Why is that?

Because every time they shout out the name of the customer, they feel special.

Learn to say their name and you become increasingly likable.

I tend to say a customer's name to grab their attention, too, because when a person gets lost in their own thoughts or distracted, saying their name gets their immediate attention again.

Remember that your job is to make people feel special, and a sales job requires you to be the best person in customer service.

Saying their name correctly and often is an integral part of your overall customer service.

32.

Eye Contact

Eyes are the windows to the soul. Make solid eye contact and keep it.

Look deeply within their soul and tell them about your product or service. That's how you make people feel. You can focus on one of their eyes.

What I would use here is the match and mirror technique.

We match the eye contact of the other person, which means that if they keep eye contact, 50% or 100% of the time, I match it.

If they are shy or awkward and keep partial eye contact or no eye contact, I will match that too. Don't force your eye contact, and never push it too hard.

If your customer is giving you an objection and you take away eye contact, then you will miss out on the sale straight away because they will feel that you are hiding something.

Your first and most important agreement in sales comes from your eyes.

You can use your eyes to show indifference as if you don't really care about the outcome. Figure out when to do the eye roll.

This technique is for an advanced-level salesperson. Someone who has done the same thing so many times that their response is quite literal, and may lack emotion. It can sometimes seem like they are reading from a script. So before responding, you look away so the customer feels like you are actually thinking on the spot.

Another example is from a reel I watched on Instagram, and it was talking about how the brands that sell cereals for children are placed on the top shelf. On the packet, they have a photo of a cartoon character looking down, so when a child looks up, it seems to the child that the cartoon is looking at them, and that's how they increased their sales.

Also, supermarkets charge an extra premium to brands if they want to place items in the middle, close to eye level, because these products sell more than the items that are harder to spot.

33.

Building rapport

Rapport means connection.

It's all about the connection. People buy from their friends or the people they like.

Building rapport is a skill, and if you can master this, you can also become the best salesperson.

There are infinite ways to build rapport.

Great salespeople can build a solid rapport instantaneously. If you choose, you can also build rapport slowly. It all depends on what you are selling and how are you selling.

People like people who are like them.

It's not about you; everything is about them.

Talk about what they like, their hobbies, the country they were born and raised in, their kids, their job/business, etc. Everyone likes to talk about themselves.

So why not just ask them the right questions and let them speak about themselves?

You can always assume a few things about them, and if you get it right, then they like you even more, or at least they correct you.

The more people you meet, the better you get at building rapport with your customers. I have met countless people. Initially, it was a bit hard for me too, but the strangeness, anxiety, and weird feelings went away with time.

You start realising that it was never to do with you, but all about the other person.

When you show up with stillness, peacefulness, confidence, fun, and curiosity, you become an invisible force.

Other people can easily feel that, and they try their best to connect too.

The key over here is to be genuinely interested in forming great connections. People buy from people they like, and people like to help their friends.

Building a great rapport with customers will help to overcome so many other objections.

People trust you when they feel like they know you.

I once had a colleague who, very early in the conversation with a customer, would say something negative about himself. This shows vulnerability, and the customer

usually laughs. Being vulnerable shows the customer that you are not perfect, and the fact that you are willing to admit that builds trust with them.

When you care, you genuinely want to get to know someone deeper, and that's the start to any good relationship.

Don't overthink it and just do it. The sooner you start, the sooner you will realise that everyone else was also waiting for you to connect.

All you do is make it easier for them.

34.

Get small agreements

Throughout your process of selling, ask small questions and get more Yes's.

The idea is to get as many yeses as you can before the main commitment of closing the sale. When the customer takes out cash or their card. If they are saying yes to you multiple times, they are getting used to saying yes to you for a big commitment as well.

Keep getting small agreements throughout your process of selling and closing.

Small agreements lead to big agreements. You can train your customers to respond to you in a way you would like.

Throughout the process of selling, I make sure I keep getting agreements by saying things like:

How sad is that?
How bad is that?
How amazing is that?
How great is that?
True?
Do you agree?

On your sales form too, every question they answer about their personal details is a small commitment.

You need to get as many agreements as you can from your customer before you get the big commitment of their card number, cash, or before getting them to sign the deal.

If you make the process good and your customers are used to saying yes to you, then they will say yes in the very end, too.

It also ensures that you are not biting their ear off, but that you are actually considerate. Talking to them and respecting them as a human being with their own fears and desires rather than just a number.

Asking for too many big commitments straight off the bat pushes people away. It shows fear, not trusting yourself fully, and you come across as needy.

Let's imagine you saw someone and fell in love with them straight away.

Obviously, telling them this or asking them to have children and grandchildren quickly will make you seem creepy.

Instead, you start slowly. Exchange numbers, text each other, start going on dates, and stay over. Then comes moving in, a relationship, a ring, then marriage, kids, and grandkids. So even though your intention was the same from the beginning, you've played it smartly and in socially acceptable ways. This spares your potential partner the awkwardness and that extra pressure.

Start slowly and keep going until you get a massive final yes.

35.

Sense of urgency

Everything in life happens only when there's an urgency.

Most people used to do their assignments and study for their exams when it was due TODAY.

All sales happen with a sense of urgency.

All digital products are sold with a limited timeline tagline.

If you want your customers to decide, then you use tag lines and say in your offer or advertisements that the offer ends soon, with a deadline.

A few examples:

"Sale ends in 24 hours."

"Limited time only"

"Only 2 left in stock."

A few more examples include words such as "now", "today", etc.

When there is a deadline to do something or make a decision, people are more likely to do it by then.

The same thing happens with bills and fines, too. Having a deadline forces a person to make a choice.

If it's available in abundance and everyone can have as much as they want, then the things will lose intrinsic value, and people start to take the thing for granted.

We can also learn to have a sense of urgency for ourselves.

So many people in my life tell me that they want to do this or that, but they have no urgency, so things don't get done in the foreseeable future, but life is short.

Trying to get it to look perfect before we even start is insanity.

We need to allow ourselves to make mistakes and get quick feedback.

We learn as we go. We figure it out on the way.

We can't imagine the perfect way with all the turns designed by us. You just take the turns when they come up in the road and keep going.

Having a sense of urgency in your life can create meaningful lessons and earnings quickly.

If a customer asks if they can come back and do it later: in 10 mins or 2 days, then I would always tell them that I won't be here, or the offer might not be there.

I am not lying, it's just that things move fast, and so do I.

If they truly want it, then they can urgently get it now.

36.

Words have associations

It's not that the words are random in marketing and sales.

Different words have different effects on our psychology.

Marketing experts understand this and use this power against you. Sadly, time and time again, you fall for the same traps.

The words they use also affect your subconscious and play on your unmet desires and longing.

Double & Triple

These words have an impact on our brains and play on our greed.

50% less, 50% more, 100% guarantee

These fake discounts and the extras you get work on the same impulse factor: your greed.

Everyone

Words like this are used for a review system from past buyers. Most people are followers and do what other people do.

When 20% of the world starts using a new product or a service like an iPhone or Facebook, then the entire world follows. When we don't know what to do, we follow others around us.

When

This is assuming that people will buy your product, so it's not a question of "if". They are using assumptions to sell.

You

What can be more important than talking about "you"? When they place "you" in the center.

Most times, sadly, it was never about you. It was always about the person selling or the company instead, whoever wanted to take away your hard-earned cash.

Today & Now

These words are used for a sense of urgency and fear of loss.

Massive, Exponential, Humongous, Best & Loads

Whenever you offer them something, make it a big deal. This conveys the best option available in the minds of customers.

Amazing & Awesome

Convey a good feeling

Tiny

If you are asking for a money commitment, then this is the best word to use. When you are asking for something, make it a tiny deal, which is even better than using the word small.

Whatever

Shows indifference on your side. Nobody likes the needy.

Limited Time

This is fear of loss! People don't want to miss out.

You are the boss

In reality, who is the real boss?

It's you, but you just ask them to be the boss, so they get a feeling of empowerment.

As long as you can

Shows no pressure for commitment from their side

Quick & Easy

These words are for a sense of urgency.

It plays a role in making you feel that it's easy and simple.

Forever & Never

These words are extreme and give you a feeling of unmet needs being fulfilled or a feeling that your insecurities of "never" being enough can easily be fixed.

Free

Again, people are greedy, so they are always looking for free lunches!

See how brands use these words and how they master marketing; therefore, so can you.

In Australia, you can buy a chip packet called "thins" in the shops. So many people buy it and everyone knows that it is not going to make them thin, but the real association in the subconscious has a bigger impact than conscious knowing.

See how you can fit these words into your offer and double your sales.

37.

Words to avoid

You want to avoid the words that are shaking your customers' confidence when they are buying from you.

Words that lead to more uncertainty about the product, you, or the industry will be more than enough reason not to go ahead with the sale.

Remember that you have the power, so use the words that instil confidence and love for the things you are selling.

If you use the word "But" after agreeing with a customer, it cancels out everything you have just said. There are alternative words to use instead, such as "However."

Example

A customer gives you an objection, and you speak

✗ I agree with you, but

✓ I agree with you, however

Fake/ scam/ quality concerns

If a customer brings in their concerns and mentions that they don't feel safe to enter their information or bank details to purchase the thing, or they didn't like the quality of their past supplier. Be sure not to affirm it by using the same words the customer just said.

Instead, always start with an agreement

✗ I understand that you are thinking it's a scam, or that the quality is usually bad

✓ I understand what you are saying, however, for us, safety and security is our number 1 policy

The general rule is not to instil fear in your customer.

If you operate from fear, you will end up using the wrong words or saying something that will only push your customer away.

Listen more and talk less.

38.

Learning to buy

In sales, we learn not only how to sell but also how to buy.

All these marketing and sales tactics work on us, too.

If you want to get good at sales, then start noticing all the other advertisements. Look at what they are asking us to imagine and how they get us to buy their products.

We live in a highly consumeristic society. If you don't have a purpose or don't know what you want. All the salespeople and marketers will get you to buy what you never wanted in the 1st place, and you will stay broke.

Sales teach us how to buy. Buying and selling go hand in hand.

Everyone tries to get it cheaper when it comes to buying, and tries their best to ask for more when selling.

A smart buyer is a smart seller, and vice-versa is true too.

All the big brands leave clues to learn how to sell and how never to fall for these tactics.

Coca-Cola sells happiness.

McDonald's is a real estate company that gives Happy Meals.

Apple is for status.

These big brands have nailed the marketing, and a person can learn so much if they are hungry for it.

Pay close attention to how they get our attention and have been able to accomplish the title of the biggest brands in the world.

39.

Meta power

Right now, I am giving you a meta power.

I've interacted with a million people on the streets, in shopping centers, and everywhere else.

If you decide to get good at sales with this power, then use it with caution and never abuse it. Always think of the greater good and not just about yourself.

Use these skills to promote ideas, sell things, and services that are truly better for humanity and nature.

These skills will separate you from the crowd and put you ahead in line.

The real test of morality is what you do when you have the power. Do you use these to help others and your family, or do you just abuse the skill?

My suggestion is to apply all these skills and be the best version of yourself. Use these skills to help your friends, family, and others.

Be proud of what you do.

40.

Commitment

You are either on the bus or off the bus.

There's no hanging out of the bus.

Commitment is a long-term game, and one can only reap rewards if they stick at it for a while.

For the tree to grow, one must put the seeds in the soil, water it for years, and consistently provide good care and nourishment, and then eventually a tree grows, and the fruits come.

If you want to enjoy the fruits, then stay in the game for the long term.

Of course, times can be tough, and everyone goes through those phases, so becoming emotionally stable and pushing yourself are the key ingredients to your success in sales.

Let's imagine that someone is digging in the soil to look for water, and after some time, his family comes in and tells him to dig somewhere else because the taste is better there.

He starts digging in the other spot, and his friends tell him to look for water with even better taste somewhere nearby. So he goes again and starts digging there, and then the society members and internet gurus come in and offer their advice. He keeps changing spots and ends up thirsty for life.

The lesson here is to commit to finding water wherever you want to and stop listening to others. Trust yourself and keep going.

Commitment will take you to a place where you have never been before. On the other hand, non-commitment will lead to doubt, fear, and a feeling lost.

41.

Enthusiasm

Excitement sells.

This is the feeling that you express, and people feel your aura.

People buy because they can feel your excitement, so they get excited too. If you look bored, then they will feel bored because feelings are contagious.

This law is called the state transference.

In a social situation, when one person turns out to be awkward, the other people around feel uncomfortable. If you assume friendship, then they will feel at ease too.

Get excited and draw people in.

Excitement is an energy that surpasses all the formality and communication that is restricted by words and language.

It shows others not only that you believe in what you do, but you also feel joy in doing it yourself.

We always respect people who are excellent in what they do.

Excitement shows that you are willing to share the joy with others and that you want to spread the love and make other people's days better.

42.

Objection handling

You may have noticed the term *objection handling* throughout this book. We're now going to look specifically at how to address a customer's objections. Objections arise when a customer has a concern or hesitation about moving forward. Objection handling simply means addressing those concerns in a way that builds trust and keeps the conversation moving.

A. Enquiry

This could be a genuine concern or a question a customer may ask.

A simple one-word answer is more than enough, a single line or at most a few sentences.

For example, if somebody goes into the Apple Store and asks how much an iPhone is, then a simple answer of the price, let's say \$1500, is more than enough. No further explanation is required because a buyer usually has the means and is ready to buy.

However, if you misperceive this as an objection and start handling it, then you may lose your buyer for sure.

Remember to keep it short and simple.

Talk less and straight to the point so the buyer gets a quick answer to their enquiry, as clearly they are looking for just a few pieces of information to make the final decision logically.

They are fully prepared to take the next step. Don't become the roadblock yourself. Instead, clear the path, which your buyer is willing to walk alone.

B. Excuses

A buyer might have an excuse but not a real objection.

For example, a customer might say he doesn't have time, which should be brushed off and not taken seriously.

I usually make a joke about it and bring it back to the product I am selling.

Humans make a lot of excuses to get away from the situation at hand. Excuses are something you shouldn't entertain from your customer, but don't hold onto the excuse and waste time either.

Keep going to the next step of the sale.

C. Complain

Humans love to complain.

For example, a lady might complain about how she has 50 pairs of shoes, and she will never buy any again.

I usually just acknowledge the comment and change the topic or completely ignore the complaint before resuming to talk about the product or about the customer.

If you always listen to other people's complaints, then you are giving them permission to always come to you to complain.

Have stronger boundaries in your life.

When the customer is complaining, you can appreciate and acknowledge their complaint, and then keep going as usual to the next step of the sales.

D. Objections

Objections are a part of the game.

Most people fear the objections because they don't know how to deal with them, and primarily because they don't believe in what they are selling.

There are a million different ways to deal with objections, and using the right way at the right time is an art.

The more you do it, the better you become.

The golden rule is always to keep going and keep asking for the sale, which means talking about the product and your customer.

Objection handling is like cutting the tree. You might have to try to hit the point where the tree finally falls off, but you need to hit it again and again to find the weakest point in the tree.

You never know what a customer is going to get inspired by, so you need to keep trying different things until it clicks.

Remember to have a sense of humour, so you don't come across as too pushy or needy.

This is the process you need to follow

Step 1: Agree

Whatever a customer says, you always need to agree to that.

When we agree with someone, it means we can see how different people can have different perspectives about the same thing.

If you don't agree with a customer, that's an easy way to break rapport, and it can lead to an argument.

You don't have to say all of this at once, but you can pick and choose from these examples:

I agree with you

I understand where you are coming from

I am the same

We are on the same page

I am like you

You are right

If an objection is thrown again, then just use one of the different ways to agree.

You don't want to agree with your customer on the same line again.

An agreement is a mutual consent. If two parties can at least agree about something, that forms the basis to keep going on to convince your customers.

Step 2: Resell

After you agree with your customer, always come back to selling your product.

The golden line is to start with something like "the reason why I like this product/service..."

Always talk about the problem that exists.

Then talk about the solution you or your product is providing.

You need to talk a lot more about your product/service. Your job is to just do this and convince them of your product/service. Talk about it with passion and excitement.

Most of the convincing happens at this step and once you make this a habit, you realise how quickly your customers perceive you as an expert and follow your guidance. You need to be inspiring here.

Step 3: Re-close

Always come back to the sales form, or ask for the cash, credit card, or signature to seal off the deal.

You must be shameless and assumptive to ask for their details or signatures.

That's why it's essential that when you are re-selling (Step 2), you make a person feel for your product or service.

If you stand over there with a question mark on your head, then nothing will happen.

As a leader, you need to lead your customers and keep asking for the sale. You will be surprised at how many people will say yes at this point if you do the right things.

We are living in an attention economy.

If you can learn to get the attention, you have the sale, too.

Be captivating and show up with commitment and enthusiasm.

43.

Be genuine

When you are genuine, you attract genuine people.

Your faith in whatever you are selling comes from your belief in products or services.

If you don't genuinely like what you are selling, then it's much harder to inspire others.

Being genuine means being honest with yourself.

Hold that honesty and integrity with yourself, show up genuinely, and see the difference between yourself and others.

Obviously, if you try to be genuine, then it's not genuine at all. It's a counterintuitive approach.

Speak the truth. People love the honesty and get attracted to things and people who are in genuine alignment with the things around them.

When you are genuine, you don't even have to try that hard and things fall into place with ease.

A customer appreciates people who are genuinely interested in promoting something which comes from a sales persons heart. If you don't like what you are selling then go ahead and sell something that you like.

44.

Self-care

When you take care of yourself in terms of your physical, mental, spiritual, and emotional health, then you become magnetic.

If you are more switched on than your customer, you close them but if your customer is more switched on than you, then they will close you. If you are in good shape and feeling good, sales will come to you.

Make yourself and your health the number 1 priority.

Choose yourself, and the world will choose you. A few things you can do today to take care of yourself are.

Exercising

Choose which form of exercise sparks your interest. It could be the gym or any exercise that helps you to have more stamina and supports your muscle growth.

Meditation

This is what most people get scared of because ego hates peace. Maybe start small and increase the time you go. One of my best experiences in my life comes from deep states of meditation.

Healthy food and drinks

We are made of what we drink and eat. Drink high-quality water and at least 2-3 litres a day and have a mixed diet of food involving nuts, fruits, vegetables, and herbs.

Sleep

Sleep is one of the best things for your body, because the mind goes to rest and the subconscious takes over. Make sure to get at least 7-8 hours of sleep. Having a dark room, a great temperature, and not using screens are recommended to have high-quality sleep.

Positive thought

Thoughts create our reality. Our deepest fears and desires come true. When we focus on positive outcomes, things outside shift to a positive outcome. Be grateful and focus on things that are already working out in your favour and see how you achieve things in your career and personal life.

Writing down your goals and vision

This helps to give clear instructions to your subconscious and the universe.

When you are crystal clear about what you want, think about the same thing and take small steps in that direction, you are going to hit your goals and move towards

fulfilling your vision for life. Write down all your goals specifically for all areas of your life so you can be an overall achiever. Other people are going to be drawn towards you and will help you manifest your vision.

45.

Make people laugh

The secret to building a friendship with your customers is to break the ice again and again.

If you already have the talent to be funny, then that's great, but you can also learn the art of being funny.

Read more on what makes people laugh and practice it daily until you get better. It's a skill that can be learned.

Funny people have an advantage in social dynamics as everyone wants to have fun, and fun is an important part of how we connect with each other. You don't have to become a clown for this, but a light sense of humour will help.

Especially in sales, customers can be serious, especially when their childhood trauma with money comes up. If you know when to lighten things up with a bit of a sense of humour, you dissolve the tension and then go back to talking about your product and services and close the deal.

People usually are thankful to others when others can snap them out of their seriousness or pain. It shows them life in a different light.

Especially during hard times, we focus on things beyond our control and let the negative thought take over until something focuses our attention.

We are all here to help each other evolve. Laughter is the best medicine. Trauma can be healed with laughter.

46.

All about them

It's never about you, but it's all about your customer.

People love to talk about themselves.

Make sure you always talk about what they love and what interests your customers, even if they like something that you don't like. You must listen and let them talk, and they will like you instantly.

Everyone is self-obsessed. They only care about themselves.

Even when you are selling your products and services then you must talk about what's hurting them and how it will solve their problems. The customer is not interested in your sales but is solely interested in what products will solve their problem now.

People don't care about others as much as they care about themselves.
How do I make it about them?
I ask them.

Some examples:
What's your name?
How is your day?
What do you do for work?
Do you like your business/job?
How long have you been in the market?
How many kids do you have?
What's the name and age of your children?

Once you make everything about them, then you are psychologically helping them to see their inner child. Genuinely care for them and be there for them.

Customers are like children, so when they throw tantrums, I don't start crying alongside them; instead, I'm them and help them to get over it.

47.

Different types of closes

Closing means a real exchange of value.

We don't get paid to pitch, which is your presentation, but in sales, we always get paid to close the deal.

There are infinite ways to close the deal, so how many closes do you know?

The more closers you have in your arsenal, the more likely you are to close the deal.

Very frequently, a customer is going to close themselves. They will do that more often when the perceived value of the brand and the product is inflated, and they are made to believe that it's only available to a limited people for a limited time.

Other times, you need to be shameless and guilt-free to ask for a close. They will respect it too because they can sense that you truly believe in your work.

A. Assumptive close

People don't like to make decisions.

One of the reasons is that they don't like to take the responsibility or initiative. So this is the easiest way to get them to make a decision to buy.

You can help them decide.

One of the biggest insights in sales is that there is a massive difference between asking instead of telling.

Stop asking and start telling your customers to buy.

It's better to ask for forgiveness than for permission.

Assume a sale, hand over the document and get them to sign it.

Tell them to buy a product/ service from you.

B. Trial Close

This close is used to test where a customer stands in the buying process.

Remember that you can't sell it to anyone who is not sold yet.

Before you ask for the final commitment, especially if you are unsure where your customer stands, then it's better to check how sold they truly are!

Some examples are:

Do you like what we do?

Do you like our products or services?

Do you think it's a great offer?

What do you like about this product/service?

If they say yes, then you can keep going to the next step in sales. If they say no then you follow the same circle of agree, resell, and re-close until you get a yes from them or the next customer. You always follow the same circle.

C. Alternative close

People love to have options so they can feel that they are in control.

Always give your customers a few options. Too many options can confuse them, and it will stop them from making decisions.

The general idea is to give your customers 3 options.
Customers feel empowered.

This is when they go from why should I buy this, to which one should I buy?
Whatever they choose out of those, you still get a sale.

D. Silent close

This close is used for people who take their time to decide.

Sometimes all a person wants is a moment of silence. The key over here is to learn how to use it and when to use it.

The moment you have said everything and put everything on the table and presented your offer, then after that, DO NOT SPEAK.

The person to talk to first will lose. Learn to stay silent at the right time.

Let your customers take their time.

Initially, when you start using silence, you might feel awkward but when you use it consistently then you will be more comfortable using it.

I remember this time when I was working with a colleague, he was observing me and wouldn't have believed it if he didn't see it himself.

I basically did a silent close with a customer a few times, both he and I were quiet for 10-15 mins, and finally he did it.

I was able to smash the sale because I could analyse the situation well, where my customer wasn't objecting to the cause but just needed some time to understand it himself. I gave him his time and didn't worry about it being awkward or anything because I just followed the process.

Learn to keep your mouth shut and smash more sales.

48.

People take everything personally

Most people are insecure and take everything personally.

I understand this, and you should as well my dear reader!

If I want to say something and I know that they might get offended, I won't use words like "you". I use words like "I"

If I want to say to them that they spend money on new clothes or fancy wardrobes so they can afford the product that will solve their problems, this might make them feel uncomfortable or defensive.

So, I say the same thing and tell them that "I" spend the money on those things, so that's why I buy the same product to solve my problems.

For example:

When a person uses their partner's objection, that they need to ask their partner for permission, then I start talking about my relationship with my partner, so they start thinking about their relationship.

It's not good to question them or their relationship, but you can always talk about yourself and your relationship, because when you are talking about your relationship then they will think about their relationship.

This comes from thinking that we are the centre of the universe.

People always think about their needs, desires, wants, fears, and everything else.

In fact, the truth is that most people never had an ego-death experience, and until that happens, it's almost impossible to explain this.

This is an experience that can only be seen when you are aligned with the source. Until then, for most of us, ego is always in so much control and running our lives, and we hardly ever admit this to ourselves because of our unawareness.

49.

Where does your customer stand in the buying process?

You need to learn how solid your customer is in the process of buying.

If a customer walks in with a credit card in hand, straight away get them to sign the deal and don't waste your time or theirs; otherwise, the impulse will be lost, or emotions might change.

If they are hesitant, then pitch or re-sell it to them and go back to talking about products/services or building rapport (connection).

Remember, the goal is to always lead them to the next steps and eventually to get them to sign the deal.

Spotting where your customers stand in the buying process takes a lot of trial and error but the more you practice it, the better you become at this!

Customers feel different emotions, and they can change quickly, so does their impulse too.

You need to learn how to manage them.

At the end of the day, it's all on you, and you take responsibility. It's you who chooses to speak to anyone you want and sell it to whoever you like.

If you want it then just do it. You choose for your customers.

50.

Traits of the best salespeople

People who fail more times win more as well.

Nothing beats hard work, resilience, and persistence.

Be consistent and believe in yourself, and keep going. You have got nothing to lose but all to win!

Winners have a great attitude, and they don't take no for an answer.

They are willing to burn the boats to make Plan A happen.

There is no plan B, the only option is to get great at sales so you can have things your way.

Great salespeople don't work by the clock because if you want to become the best at something, then you might need to outwork everyone around you.

Stop seeking short-term rewards and being time-scarce. Instead, put all your efforts and energy into becoming great at this meta-skill.

It will be worth it.

Rewards are coming, but you need to be patient. Stop worrying about other people's opinions and dive deep into the art of sales and persuasion.

The best salespeople have a deep, ingrained belief that they can do it. Doubt is a killer.

Doubt kills the sale, but trust and faith get you the sales.

The best salespeople are also smart and learn from their mistakes. They are cheeky and playful. They bet on themselves.

Conclusion

When a child is learning to stand and walk it doesn't judge itself and doesn't think about what others are thinking.

This allows them to have faith.

They only start with the desire and intention to stand and walk.
After they fall so many times, they learn to walk.

This can teach us a lot.

As adults, we overthink a lot and don't even start because we feel shame, embarrassment, and fear the opinions and judgment of others.

So, this sadly keeps most people stranded where they are, and they never learn to fly.

Limitations only lie in the mind. We all set our limitations. Life is an infinite possibility, and YOU have an infinite potential with infinite choices.

Choose YOU!

References

This book was created with the help of countless people, systems, and resources I've learned from over the years. It's a sales manual shaped by my personal journey through both employment and entrepreneurship.

My understanding has been influenced by real-world experience as well as knowledge gained from powerful resources, including:

- Cardone, Grant. *Sell or Be Sold: How to Get Your Way in Business and in Life*. Greenleaf Book Group Press, 2011.
- Cardone, Grant. *Be Obsessed or Be Average*. Penguin Publishing Group, 2016.
- Cardone, Grant. *If You're Not First, You're Last: Sales Strategies to Dominate Your Market and Beat Your Competition*. Wiley, 2010.
- Robbins, Tony. Various works including *Awaken the Giant Within* and *Unlimited Power*. Free Press.
- Klaff, Oren. *Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal*. McGraw-Hill Education, 2011.
- Cialdini, Robert B. *Influence: The Psychology of Persuasion*. Harper Business, Revised Edition, 2006.

All of these played a role in shaping the insights you'll find in this book

About the Author

I always believed that everyone reaps what they sow.

You have to be persistent to get what you want.

After working with 20 non-profit organizations and raising more than \$20,000,000, I have learned a lot about people.

Humans have both similar and different patterns but we all still work on the same core principles. People will go far to feel special and will give their last dollar when they are feeling good, and they won't have a spare second to feel sorry for others.

I am not saying it's true for everyone, but given the right time, everyone acts selfishly.

I have learnt the art of building a genuine connection, and I am more than happy to share my knowledge with YOU!

You can follow my journey on Instagram, TikTok, threads, and YouTube, and follow the channel @sellinginfinity

If you are serious about learning sales and building income, you can book personal 1 on 1 sales coaching with me. I also deliver sales coaching for your team, where I will give my undivided attention to you and your team, working closely to reduce growth time and achieve your sales goals quicker. You can go ahead and enjoy financial freedom and abundance.

I am glad you picked up this book and came this far. I will keep doing this and continuing to share the knowledge in order to help you in both your financial journey and the art of manifestation, so you can have the best life.

This book is your ultimate guide to understanding sales psychology on a level much deeper than you have ever imagined.

My insights come from years of studying individuals from diverse backgrounds over the past decade. This is my journey to become the best at what I do, to learn how to charm anyone while developing strong social dynamics.

Through resilience, I learned to handle thousands of rejections with a smile. My goal is to save you years of trial and error by sharing the insights that can help you earn millions

