



Section 4: *PHENOMENAL* Sales Systems

Sales is everything you do to **convert prospects** into **paying customers**. *Phenomenal* sales convert the highest number of qualified prospects into customers.

A phenomenal sales **system** is a group of working parts that **duplicates results consistently**.

It is very sad to see so much work go into marketing, only to see the sale blown. Small business owners must understand that the sale is not automatic (even when you deliver the perfect prospect in your marketing). You've got to make sure your sales process lives up to your marketing efforts.

A few years ago, on a Saturday afternoon, my wife and I were in the market for our son's first car. As I was browsing a local Honda dealer's website, I noticed a contact form on the site. I put in my phone number and they called me in less than two minutes. I was impressed.

The young lady who called was very professional and courteous and invited me to come on down to the dealership the same day. Once I arrived, they told me that the lady I spoke to over the phone was in the "internet" department and did not actually talk to the customers at the dealership. "Okay, fair enough" I thought to myself. At that point, the worst sales process you can imagine began. These folks had phenomenal marketing, but their sales department needs help! I bought a brand new Honda, but not from them. Because their marketing didn't work? No, because the salesperson wasn't trained. You must train yourself in sales and you must train your people.

When you work hard to generate a prospect or client, don't get lazy when it comes to sales and service! This is where you are going to prove that your marketing message was true. International branding expert and #1 New York Times best-selling author Dr. Joseph A. Michelli, says "a brand is nothing more than what people say about you when you're not around." In essence, your brand is your

reputation. If you make a good impression in marketing, you've got to confirm it once you generate a prospect.

Avoiding the Silent Kiss of Death

Every day small businesses are suffering from what I call the silent “kiss of death”. The silent kiss of death is when a prospect tries to do business with a company and the owner doesn't even know it! If someone calls your company during business hours and gets voicemail, you're taking a chance of losing that prospect. Many prospects (like me) will hang up and forget about it or call someone else. It doesn't matter if you have Caller ID.

By the time you call me back I'm probably off to other things. If I walk into your store or restaurant and no one is there to greet the customer, guess what? Some customer types are going to turn around and walk right out. The sad thing is that many times these are the types of clients you want. People who are decisive.

I was reading one of John Maxwell's books and he shared a story about him and Margaret going through the drive-thru at Krispy Kreme. They love Krispy Kreme when they're hot, but when they drove by the "hot light" wasn't on. They decided to drive through anyway, and to their surprise, the doughnuts were piping hot. When he asked the girl at the window, why the light wasn't on, she replied "we get too busy when the light is on, so I didn't turn it on".

If you're like me, I can't imagine how someone could think that way, but they do. And it is up to us to train our people. We must train them why it is important to capture as many customers as we can when things are hot. This gets us through the lean times.

"Profitable sales cure all other business evils"

You need to close as many sales as possible because you are not only squandering the time, energy and money that was invested in marketing, but we also want to make sure we have reserves for the "evils" that come our way. When you have to pay more tax than you planned, something gets damaged, an employee costs you money, someone doesn't pay his or her bill, the economy tanks, or any other number of things that are completely out of our control. As my friend and author of *The Facts of Business Life*, Bill McBean says, "planning is not predicting the future, it's preparing for it".

Have a Phenomenal Greeting

When someone walks into your practice, your store, your restaurant, or calls your company, you want to have an enthusiastic greeting that demonstrates that you are excited to hear from them. And you should be!

So, have a phenomenal greeting when people enter your facility or call your company.

I learned from Zig Ziglar many years ago to answer the telephone with "It's a great day at..." Of course you might want to update that to "It's a phenomenal day at..." (smile). Remember that your caller makes several important assumptions about your company when they call.

They are listening to confirm that you will live up to the marketing message. They are making judgments about the value of your service, whether you know what you are doing and whether you can be trusted or not. When the telephone is not handled properly, you can needlessly create a negative impression that now has to be overcome.

More telephone answering tips...

- Speak slowly and clearly. Your caller may not be listening closely.
- Never answer with "hello" (even your cell phone). A friend may have given a prospect your cell phone number. (and why do we answer so negative when it is a family member?)
- Never allow a child or a family member answer your business phone unless they are properly trained.
- Never, EVER answer with "can you hold please". This tells the caller they are not important.
- Be upbeat and positive ALWAYS!
- You may want to use a mirror. A smile comes through the phone.
- Eliminate background noise, music, dogs, kids. This can be distracting and takes away from the experience for the client.
- Ask the caller their name, write it down and use their name from that point on.

Sellin' Ain't Tellin'

Do you know about the power of the question? Did you know that "tellin' ain't sellin"?

Have you heard that asking questions during a sales presentation is much more effective than talking about your product or service? Have you noticed that most sales people break that rule on a regular basis? The last time you bought something, did the sales person ask good questions or did he/she do most of the "telling"?

What about you? How are you doing in that area? Have you practiced the skill of asking questions? Have you discovered the power behind asking the right questions? In fact, have you discovered the right questions to ask for your industry? Would you be surprised to find out that the questions are very similar for any product or service?

What are the best questions to ask?

What about asking a new prospect...

"Who do I have the pleasure of speaking with today?" (by the way, have you heard that someone's name is music to their ears?) Wouldn't it be a good idea to use their name along with all of the following questions that are directed toward them?

"How were you referred to us?"

"What prompted you to call us instead of someone else?"

"What did (the person or company that referred them) say about us?"

Or... "What was it about the ad/letter/etc. that got your attention?"

Do you think asking those questions might give you insight into their reasons for choosing you? You don't want to miss that, right? What if you followed that with...

"Would you mind if I share a little bit about out how we do things here and how we can be of benefit to you?" What if you then took about 60 seconds to share how you help them solve the major challenges that you know they have based on your industry research?

Do you think this might help you connect with them emotionally and to position yourself as the credible source? Have you crafted a compelling UEP™ (Unique Experience Proposition) that will accomplish that?

Is it memorized or written somewhere you can access it whenever you speak to a prospect? What if you then followed that with a series of pre-planned questions that would not only help you discover their needs, but to help them to discover what their true needs are also? Did you know that most people don't really understand what their true need is and how not solving it is hurting them worse than they realize?

Do you think you could improve on the questions you ask? What if you followed the discovery questions with some possible solutions, but you put the solutions in the form of a question? What questions could you follow a statement with?

What about "does that make sense?" Or, "does that sound like what you are looking for?"

Did you know that by slowing down and asking confirming questions that you can uncover more objections than you would by just running through your benefits? Did you realize that by getting them to say, "yes" throughout the process, that they will be more likely to say "yes" when you share the investment?

What if you could overcome all objections before you quoted the investment? How cool would that be? By the way, what do you do when you get an objection? What if you asked a question? What kind of question? What if you simply repeated the objection in the form of a question? For example, what if when the prospect says "it's expensive, you simply repeated it in the form a question: "so, you feel it the price is too high?"

Does it make sense that when you simply repeat the objection; they are likely to tell you what the real objection is? Have you heard that when you quote the investment, the first person to speak is usually the one who buys? Do you make it a habit of becoming silent after quoting the investment? If not, is it because you simply have not disciplined yourself, haven't understood the importance until now, or is it because you don't believe in your price?

Finally, does it make sense that getting really good at asking good questions will help you sell more? And how will selling more benefit you? Do you now realize that sellin' ain't tellin'? Do you now know that the more *you* tell, the less you sell? Do you now know that the more *they* tell, the more you sell?

Did you notice that there isn't one single statement in this article? Do you know understand the power of the question?

My 7 Step Sales System

Many years ago, I developed a system that has proven to work in many small businesses around the world. When you understand and apply this system, I believe you can close more sales because I have seen it work many times. Through this system, you will also confirm that you have the right type of prospect and you will disqualify the price shoppers (sounds nice doesn't it?).

Step 1: Referred By

The purpose of this step is to:

- **Track Marketing Results.** This is the best time to track marketing results. When you find out what ad they responded to or how they were referred to you, put into a tracking system. This way, you will know how many prospects each ad source is producing. And when you track your close rates on a specific source, you can determine whether that source is working well for you or not.

If not, you can change the ad or train the referral source. Does the source truly have the attention and trust of your prime target market? These are the questions that will come from tracking how people were referred to you. If you have a facility, ask "have you been to our (store, restaurant, practice, etc.) before?" Over the phone, you would say something like "have you ordered from us before?".

- **Build Rapport.** By discovering more about why they responded to the ad or what the person who referred them said about you opens the door for you to learn more about them. You can then relate to them based on what they say. For example, when they say, "Suzy recommended your product", you say something like "Great, we love Suzy and are so glad she referred you. What did she say about us that interested you?"
- **Learn Their Motivation.** When they share the answer to that question, you may get tremendous insight into why they chose you over someone else.

This also gives you tremendous insight into how your prospects make buying decisions, which helps you dramatically improve your marketing. Depending on your industry, you might ask, "What prompted you to call today?"

Finally, you should understand the emotional reasons your prospects call you. What is the irritating problem, or the exciting opportunity they are contacting you about? There may be several. Identify what they are and have a list so that during the interview process, you can connect with those.

Step 2. Connect Emotionally

There will most likely be an overarching; broad, big picture emotion that your prospects are experiencing when they first call you. For example, if you do weddings, what kind of emotions are you dealing with? In this case you have a combination of excitement and fear happening all at once! On one hand, the bride is excited about the biggest day of her life, while at the same time gripped by fear that someone or *something* could ruin it all.

You may have heard that people always buy on emotion. They justify their purchase with logic, but the sale is really made on emotion. People only buy things because they *have* to they *want* to. The emotion of "have to" is to avoid pain where the "want to" is to get gain. One is the emotion of fear of loss (buying insurance), the other is the emotion of desire (getting that new Lexus).

To be phenomenally successful in sales (instead of being an "order taker"), you *must* connect with the dominant emotions your prospects have. For example, what is the dominant emotion when selecting a service company to come into your home? Fear. Are they going to send someone that is trustworthy? Be sure to connect with them with a statement like "we know there are unscrupulous service companies out there, but we'll help you avoid them by giving you the most phenomenal service experience ever, guaranteed or your money back".

If the dominant emotion is excitement (like when someone arrives at your hotel to begin their vacation, you want to connect with that and be excited for them.

Step 3: Build Credibility

Now it's time for you to:

- Position your company as the company of choice
- Establish trust and believability
- Get prospects mind off what they think is most important at the moment

Start this step by asking the question "Would you mind if I take a moment and share a little about our company and how we are different than everyone else?" If you have serious prospect, they will appreciate this step. Price shoppers don't care, they just want a price, and may say something like "can you just tell me how much it is?" to which you will respond "Absolutely, but I will need to ask you a few more questions to determine that. Now, just because they are short with you and want a price doesn't mean they're a price shopper. They might just be impatient.

Rushing the sales process won't help you or them, but you can acknowledge their sense of urgency and promise that you'll get through it as fast as possible.

Bestselling author Bob Burg says "people do business with those they know, like and trust". Your sales presentation is all about building on these three things. Trust is critical. This step of building credibility is all about trust.

To establish credibility and trust, use the short version your 5 Point Marketing Message. You will share that there are 5 things that set you apart and how those things benefit them, the prospect. Remember that #1 is Reputation, which is trust. At this point, keep the 5 point marketing message as close to 60 seconds as possible.

Step 4: Perceived Problems.

The purpose of this step is to:

- Identify the prospects needs
- Truly understand their fears and desires
- Define the "perceived" problem

Every prospect has a "problem". As my new friend Steve McKnight, the #1 real estate investing author in Australia pounded on in the workshops we did together in Australia:

"What business is EVERY business owner in? The PROBLEM SOLVING business!"

What "problem" do you solve? There are plenty of people that offer the product or service you do, so you've got to drill down to solve the problem they have.

Speaking of "drill", no want wants to buy a quarter inch drill bit, they want a quarter inch *hole*. Their problem is they need a hole. They only need a drill bit because they need a hole. If there was a different way to get the quarter inch whole they need, they would not need a drill bit! Your job as a sales professional is to uncover *why* they need a quarter inch hole!

Even if you're selling a private jet to someone who already owns 3 Lear jets, you are still solving a problem. Obviously, the man's problem is that he does not feel he has enough jets! And maybe he doesn't. You need to find out *why* he wants or needs another jet.

This step is where the sale is truly made because through the power of asking questions, you are going to uncover and identify the prospects true needs. Many times the prospect doesn't understand their true needs. They know they need a product or service or they want something.

They may or may not know what they are looking for and they may or may not know what will best suit them. Also, you may be higher or different than what they are looking for, so instead of just throwing your offer out there, you want to be in a position to ask questions.

Being in that position gives you a huge advantage if you know how to ask questions. You can now get feedback. In marketing, you've got to "tell" a lot. You've got to anticipate the objections and try and overcome them in the marketing message. Or, you've got to invite them into a sales situation so that you can have a conversation. In a sales situation, you can now ask questions instead of assuming what the needs and objections are.

This is done with a series of good questions. Remember that you are interviewing the prospect to determine whether your product or service is the right fit for them, and you are interviewing them to determine what their true needs are, so that you can get them into the right product or service.

Let's imagine for a second that you are selling lawn mowers. Instead of just spouting off the features of all the lawnmowers (leaving the prospect baffled and confused), you would ask a series of questions, like:

Do you currently own a lawn mower?
Are you planning on using it yourself, or will other family members use it as well?
How big is your yard?
Are there lots of trees?
Have you thought about what you want in a lawnmower?

Of course you would have many more questions than this, but you can clearly see the difference between what I just did and what most "so-called" sales people do?

The key here is to ask questions and LISTEN. Have you ever wondered why God gave you *two* ears and *one* mouth? Step four is all about solving the issue they reveal and it is your point of reference from now on.

Follow what they say to you with:

“What I hear you saying is...”

“So, it’s important to you that...”

“Do you mind telling me more about...?”

“Is there anything else you would like me to know?”

I have found that doing this well can even cause a prospect to ask if they can go ahead and buy! Why is that? Because no one else will LISTEN to them! They are asking if they can buy from me and I haven't even asked for the sale! They don't even know the price yet! You have to admit, that's pretty doggone phenomenal!

Step 5: Outline Solution

If you have done a good job identifying the emotional needs and desires, you can now offer the right solution. But not too fast. You still don't get to spew your features. Sorry! Instead, what you are going to do in this stage is feedback what they have told you in the interview and confirm that they agree with the solution. Here are some rules to follow in this step:

Be a Consultant. Approach the sales process as a consultant. You have shared your five point marketing message and positioned yourself as the consultant. You have generated clients rather than customers through experiential and referral marketing. What do consultants do? They ask questions to determine where you are so they can give you recommendations on how to get where you want to go.

A doctor asks about your symptoms so he can give a prescription. A prescription without a diagnosis is malpractice! It is no different for the sales consultant.

Focus on Benefits. Be sure to focus on benefits rather than features. Features are what the product or service *is*. Benefits are what the product or service *does* for them. My good friend John Braun ran me through an exercise I never forgot, called the "benefit of the benefit". To drill down to the real benefit, you simply ask that question after each benefit.

For example, right now you are reading this book. What's the benefit of this book? It will help you improve your business. The benefit of that? You'll make more money; have less stress and more free time. And the benefit of that? You will become a happier person! The benefit of this book is a better *life*! Isn't that funny? So use that simple but effective exercise.

Overcome Objections. Experience teaches us our prospects biggest objections. If you have not discovered those in your business yet, you need to. For example, when I was teaching in Australia, we presented a Zig Ziglar package that normally sells really well in the states. The problem was that I usually present the product with Tom Ziglar who is Zig's son and CEO of the company. Tom didn't make the trip because Zig became critically ill the day before we were supposed to leave.

Tom asked if I was up to going alone, which I was honored to do. Unfortunately Zig got worse and passed away while I was in Australia. Although I have sold many Ziglar products on my own, when Tom is in the seminar room, he brings a great deal of validation to the product.

I did well with the sales but not as good as we predicted based on the number of people in attendance. The seminar sponsor quickly picked up on that and asked those in the audience who didn't buy what their reasons for *not* buying were. He uncovered that some people weren't as familiar with Zig Ziglar as we are in the states. They felt perhaps the package was U.S. based. Objection: Will it work for me here in Australia? He uncovered that they felt the price was a little high and the one that surprised me the most was they felt they didn't have enough time to listen to all the CDs in the package.

Steve and I both knew this package had tremendous value to them and that it was priced at a ridiculously low investment compared to what they could get out of it. So, on the plane from Perth to Adelaide, we re-worked the sales presentation, and

the next day we sold out in seconds. The only thing we did differently was to bring up the potential objections in the presentation and overcame them.

For example, to overcome the objection that the product was U.S. based, we pointed out that Zig Ziglar had a worldwide impact on an estimated 250 billion people. We pointed out people in Australia that had been impacted by his work. On the price objection, we simply asked the audience what the outcome of having a proven goals system would be for them. They agreed by having the system, they would be able to make more money, have better relationships, less stress, more happiness and live a more successful life. What kind of PRICE can you put on *that*?

Speaking of price, we stressed the 100% money back guarantee and even put a specific dollar amount on it. Why? Because we both knew if they used the product, they would reach more of their goals and make more money. There was no question about that. We just needed to present the opportunity in a different way that day. Someone with less intelligence and experience than Steve, would have assumed the audiences were not interested in the package resulting in low sales.

Use Your 5 Point UEP™

As you are going through the solution, connect the solution to your unique reputation, experience, education, systems, and guarantee. For example, if they say "last time we used a service company in your industry we got ripped-off", you can point back to your unique reputation and guarantee.

If you do bookkeeping and they tell you their sister and law is currently handling the books and there is no issue with trust, but she doesn't have a clue what she's doing, you point to your experience, education, and systems.

Get Agreement. Avoid overloading the prospect with too much information. Closing the sale too quick can result in returns. Instead, pause from time to time ask them if they agree with the solution. You might ask "does that sound like what you are looking for?". It is extremely important to do this to make sure you find the right fit. You will overcome many objections by doing this as the prospect helps you make adjustments. You get the right product or service for them based on their needs. You will also learn by doing this that there are things that should be in your presentation that are not.

Use their Language. To best connect with your prospect, avoid technical language unless you translate it into a benefit that appeals to them. In fact, use their words. If you are selling boats and the prospect calls one boat the "big guy" and the other one the "little guy", use those words. If you need to reposition the "little guy" or the "big guy", you can do that by using the word and renaming it. Example. Let's say you want the "little guy" to appear more valuable, you might say "Did you know that the little guy has some huge benefits, such as..."

Use Their Pace. One of the greatest things a sales person can learn is the various communication styles humans have. Behavior assessment programs reveal that some of us are generally outgoing or reserved and people or task oriented. One of the simple but effective assessments is called D.I.S.C.

D= Dominant. This style is outgoing and task oriented, so they are in a hurry to get things done.

I= Influential. This style is outgoing and people oriented, so they like to talk.

S= Steady. This style is reserved and people oriented, so they want to know that you care.

C = Competent. This style is reserved and task oriented, so they want complete accuracy.

The D style is fast paced, get-to-the bottom line, so you want to speed up. The I style likes to "chat it up", so have some fun and lighten up. The S is very loyal, so they want to know that you will be there for them to support them. Reassure them that you will support the product when they need you. The C style will have lots of questions, so you want to slow down and give them lots of detail. The D and I style will probably decide fast, whereas the S and C will go slower.

It's a good idea to find out what behavior style you use during the sales process so you can be aware of how you are coming across. If you are an I, and you are selling to a C or vice-versa, you've got to be aware! Otherwise, you'll blow the sale and not even know why.

Step 6. Share the Investment

Did you notice I didn't say, "Quote the price"? What's the difference between a "price" and an "investment"? A price is something you've got to PAAAAAY. An investment gets a return. The best investments get huge returns! The more you invest, the bigger return you get.

A fatal mistake that order takers make is not just quoting a price, but quoting it before the first 5 vital steps have taken place. Can you now see how the first five steps build the value of the unique experience you offer? You want the value to be so high that when you quote the investment, it sounds like a great value. Build the value of the return higher than the investment.

This doesn't mean that every prospect will automatically buy. They may be hoping to get your phenomenal service experience for the same price other people charge. They may be expecting to pay more, but are surprised how much more it is. That's okay as long as you have a good closing rate (the number of people who buy compared to those who don't).

As the business owner and/or sales consultant, you need to know the ROI of the benefits you provide. It is up to us, to be able to communicate that. It doesn't mean that every prospect will accept it right now. They may have to have some experiences before they come to terms with it. Here's an example. In-home service companies such as carpet cleaners, plumbers, air conditioning companies, cable TV companies and many others are sending technicians into people's homes.

What is the potential cost of someone with a criminal background coming into your home? What is the potential cost of having someone who damages your property and they don't have adequate insurance? What does it cost to fix the problems they create? And by the way, how much is your time worth? If they do a lousy job and you have to spend all of your time trying to correct the problems, you simply wasted your money and your time. So, the potential COST outweighs the investment.

Never share the investment until...

- You have built the VALUE in EXCESS of the investment
- They have AGREED that is what they are looking for!
- Shared how your company is different than any other company
- Exactly how you are going to solve their problem

To share the investment, simply say: "Mr./Ms. Prospect, your investment today will be...". Once you have shared the investment, don't say another word! Have you ever heard that the first person who speaks after the price is quoted is usually the one who buys? I have found it's pretty much true! You must understand that something amazing happens when you quote the investment. They leave (in their mind).

Their mind goes to the justification station in their mind. If you interrupt that process by continuing to talk, they get confused or pressured and may shut down. Or, they feel pressure to buy which turns into a return for you later on. They get what's called buyer's remorse.

Instead, ZIP IT! After you quote the investment, just be quiet. It will take some people longer than others to justify or reject your offer. That's okay. Just stay quiet. Silence is literally golden in this situation because it can make or cost you REAL money. When they finally speak, they may say yes, or they may give you an objection.

Step 7: Overcome Objections

In the best of situations, you will have already overcome all objections during step five. If not, this is where you will need to apply this skill. Did you notice the word I just used? Skill. To be a phenomenal business owner and sales consultant, you need skill which requires training. Train yourself with information, seminars and coaching.

When you get an objection, ALWAYS ask a question. ALWAYS!!!

If there was ever a time when questions were important in the sales process, it is in this step. When you get an objection, always ask a question. Always. What kind of question? Well, what if you simply repeated the objection in the form of a question?

For example, if the prospect says "Wow, that's expensive!", you say "so you feel it's expensive?". They now have to respond. Remember the more *they* tell, the more *you* sell. They might just say "yes, it's expensive". To which you respond with "Would you mind sharing what you mean by too expensive?" Your goal is to get more information about their objection.

There are literally hundreds of closing techniques and questions you could use, so I recommend you study Zig Ziglar's Secrets of Closing the Sale CDs as well as anything else he produced on the subject. Again, you want to develop your skill in this area.

5 Ways to Overcome Price Objections

If you have come all the way to this step, the only objection you should have is "price". Here are my five favorite ways to overcome price objections:

1. Review the Value. The reason you went through the 7 Step Sales System is so that you can go back to the agreement points in step five. If you assessed the market correctly and you know that you offer more value for the investment, go back and connect with that. Reconnect them with your five point message. Confirm that they truly want to work with a company that has the unique qualities your company has and that they truly want to get the benefits you offer.

Perhaps they are convinced they can get "the same thing" somewhere else. Obviously, you didn't convince them of the uniqueness of your product or service and the value, so you now must do that.

Get their permission to explore the other options with them. For example, let's say they are buying a service, and they have used your competitors in the past. Ask them why they didn't call that company to start with? Why have they called you? Perhaps you will find out that the other company can't service them when they need to, or they've gone out of business, they can't remember their phone number, or whatever.

You can now ask a question like "why do you think that is?". In other words, perhaps they can't service you or they went out of business because they didn't charge enough. The question is, do you want to have a company that you can rely on over and over again?

If they are comparing you to another competitor that charges a lower price, you want to ask questions that will cause them to wonder what the other company is leaving out? What is their true reputation? What kind of experience do they really have? Are they really trained? Can they really and truly deliver the experience you want? And do they stand behind their work?

If you are telling me they can do all of this for a cheaper price and there is nothing different, you better get scheduled with them quick before they go out of business! I mean really, isn't that just the plain truth? You know it and I know it. You get what you pay for and companies that charge too little cannot deliver consistently for very long.

You must create contrast between you and them, and create doubt without mentioning any competitor by name. And you must attract the kinds of prospects

in your marketing that you have a chance to close. Don't try to sell a KIA customer a Mercedes and don't try to sell a Mercedes client a KIA!

2. Offer Payment Options. If you haven't determined what their budget is (if they have one), you want to do that now. Depending on your industry, you may want to put that in the interview process in step four. If not, when you get a price objection, ask "what were you planning on investing in this project/product?" If they don't know, it means they don't have a basis for judging the pricing. They probably haven't been shopping.

At this point, you have a couple of options. If you can get them to give you a figure, try this option. Let's say the investment is \$500.00 and they didn't want to spend more than \$350.00. You say "How would it be if you could put the three fifty down today and pay the rest later?" My experience has been that if they really want your product or service (and that is the key - building desire in the presentation), they will find a way to pay for it if they don't feel they can afford it today.

Of course you want to let them know you accept major credit cards. Although I don't like to help people get into debt, and I'm a big fan of Dave Ramsey (Dave helps people get out of debt), I do allow people to use credit cards to pay for my products and services (Dave doesn't). If I was in Dave's business, I'm sure I would only allow debit cards like he does.

If they want your product, work with them on the payment options by first determining how much they can put down today. If you can cover your hard costs on the first installment, you haven't lost anything even if they never pay you. If they don't buy, you may have lost a client forever. So, my goal is to close today. If you are convinced your product or service will really help them, you should have a strong desire to close as well.

3. Referral Reward Program. Another strategy is to show them how they can get their entire investment back by using your referral reward program. Simply ask "did you know you can get all of your money back with our referral reward program?". Share how the program works and how they get their money back. For example: "Mrs. Prospect, we offer a 10% referral reward for any new client you send us. That means that once you have sent just ten new clients, you will have gotten all of your money back on this project. I have found that some people who truly can't afford my product or service, will work extra hard at getting referrals for me so they can get my service. Again, it's about creating desire for your product.

4. Down Sell. With this strategy, you will offer a lower priced product or change the scope of the project. You settle for less money today, but you did not lower your price! If you lower your price without attaching it to a condition, you lose all credibility! In their mind, you could have offered the lower price to start with. Keep in mind that people will ask for a lower price simply because they know many salespeople will immediately drop the price. Don't do it if you want to maintain trust.

Let's say you are selling fitness training. You have presented the value of a package that includes X number of weeks in group training and a few one-on-one sessions. You could take out some of the sessions. You are still selling training at a profitable rate, just settling for a lower package today.

5. Offer a Free Trial. In the marketing chapter, I revealed the Free Trial Offer Program. Not only is a phenomenal marketing tool, it can also be a phenomenal closing tool. Many times your prospect doesn't know how to value your product or service and they can't imagine how good it is. Therefore, allow them to experience it for free if you can. If you can't actually give them a sample, create some sort of experience that allows them see and feel exactly what it will be like.

In the marketing chapter I talked about Lexus. Chick-Filet was the first to offer free samples in the mall. Now everyone does it. If you have a cleaning company for example, offer to do an area free as a sample. If you have a high value product or service, you may want to borrow a tactic from the time-share industry. Have you ever been on vacation and seen a little booth or office that advertises a free resort stay, or a free jet-ski rental? In order to get the freebie, you have to go through a 90 minute presentation. And guess what? It works! Of course, you'll leave out the high pressure that some of those outfits use.

Creating a Sense of Urgency

In the marketing chapter, I briefly covered that you need to create a sense of urgency in your message. In marketing, you create a sense of urgency to respond. In sales, you also need to create a sense of urgency to close.

The reason is that the level of desire can wane after the presentation is over. The emotion dissipates. Remember that all sales are made on emotion. Some prospects will not close right away, and understanding the behavior styles and when to close

or not will be part of your ongoing training. One technique you can use in those cases is to go ahead and do the paperwork, but put it on hold until a certain date.

It goes like this. "Mr. Prospect, I understand that you want to think about it. At the same time, I know you've expressed interest in the special offer, correct?" "What if we do this... let's go ahead and do the paperwork, and we'll put a hold on it for you so you will have time to think about it. If you decide not to move forward, we'll shred the paperwork. How does that sound?"

I have seen this work many times. Your testing will show how many end up cancelling and how many don't. By the way, you then work on a suitable date (not next month!) and you put a date on there and ask that you are able to run the payment tomorrow (or whenever it is) if you don't hear from them. You want to avoid having to track them down. Put the follow up responsibility on them. Remember once more - if your product or service benefits them, there is no harm in working hard to help them!

How to Double Your PROFIT with The Most Profitable Sale Ever!

In any business there is one type of sale that brings the most profit. There is one single sales activity that can make the most difference in the profitability of your company. **Not taking advantage of this all important sales opportunity will cost you thousands of dollars.**

The most profitable sale ever made is called the "up-sell" or "add-on" sale. Why is it the most profitable sale ever? Because you have already invested the time, money and energy acquiring and serving your client. Therefore, anything that is added to the "ticket" is extremely profitable. This makes the up-sell sale the most profitable sale you can make.

Why Most Small Business Owners Don't Up-sell

Have you been guilty of not making the up-sell in the past? I have. Why is that? Here are the reasons I have found that up-sells aren't made (by the owner *and* staff):

1. Pushy Salesman. You don't want to appear as the "used-car salesman" stereotype. I will share with you in just a moment, that you are actually doing your

customer **WRONG** by not offering the up-sell. I will prove it to you and you will agree, so stay with me.

Our view of a salesperson has likely been skewed as we grew up. We have been conditioned to believe that all salesmen are con-artists. Maybe we grew up seeing salesmen take the discretionary income from our families. You must see yourself as a consultant that is looking out for your clients.

2. FEAR. Somewhere along the way, we have picked up the fear of rejection and we don't really know where it comes from. When we get confidence through sales training, we have goals, we have a system that we follow, and we have the desire to reach our goals and take the best care of our clients, we can have the focus to move forward even in the midst of fear.

Do you remember the acronym for F.E.A.R.? False Evidence Appearing Real. Your wonderful imagination is creating emotional images. They are almost always false, but appear real because of the way our minds work. Winners don't lack fear; they proceed in the face of it.

3. Lack of Training. Sales training gives you confidence. If you have staff, they must be trained in sales and presenting the products and services properly.

4. No System. You should have scripts and procedures that are followed consistently. When you develop the right system that consistently works, it is then up to you to consistently implement it.

5. Lack of Goals. If you do not have clearly defined, compelling financial goals, you are less likely to do all you can in this area. It's a human fact. If your life goals don't require money, hopefully the cost to your client will motivate you to make the sale. You may have employees that have not connected their financial position to their future and may have "stinkin' thinkin" about money. If so, that will limit the possibilities. You need to help them expand their money mindset.

6. Busy. We are all busy today, but let me ask you a question. "If you don't make the most profitable sale ever, but spend your time on less profitable activities, isn't it costing you *more* time to *not* up-sell? Ponder that for a moment.

Not making the up-sell is doing your customer WRONG!

How is it possible that not up-selling is doing your customer an injustice? Let me ask you a question - if your client doesn't use your extra services, will it COST them anything? If not, you shouldn't be selling it. There is obviously a gain from purchasing your product or service, so there must be a cost if they don't.

Also, if they don't buy it from you, and they learn about it from your competitor, how do you feel about that? Are all of your competitors honest and ethical? How do you feel about them taking care of your customer rather than you?

Finally, do you have a phenomenal reputation? Do you have experience? Are you educated in your field and do you educate your clients? Do you provide a phenomenal customer service experience? Do you stand behind your product?

Then, wouldn't you agree that if they don't get to take advantage of all you have to offer, that you are actually doing them wrong by not at least letting them know about it? It is their decision, but you are the consultant. As advisors, it is our job to share the opportunity with them.

How Much Money Are You Leaving On the Table?

Think about how much you could potentially add to your business each day. Now multiply that by 5 days a week. Now multiply that by 52 weeks per year. Now multiply that by the number of sales or service representatives you have. A mere \$100.00 per day x 5 days per week is \$26,000.00 per year. If I have 10 representatives, that's \$260k per year!

And speaking of staff, I recommend giving them an incentive on the add-on sale. I know there may be some "purists" that disagree and that's okay if you do. But wouldn't it be nice to give them a "raise" without having to pay more and more just for them to exist!?

Sooner or later, the business isn't sustainable because we continue to give raises without increasing profits.

How to Make Up-sells Consistently

First, you must train yourself in sales. This is a worthy endeavor. Get everything you can from the Zig Ziglar Corporation on sales training. Train your staff. Zig

always said "Everyone in the company may not be in sales, but anyone can cost the company a sale!"

And by the way, what if the receptionist asked a question like "Did you get the XYZ product? It's really amazing!" The receptionist can then help make a sale. That brings me to the next point.

Ask Questions: Remember that selling isn't telling. And telling isn't selling. Determine the additional items you have to offer. In the interview process, include some questions that will reveal the prospects beliefs about that product or service. Ask questions that bring up that conversation.

Here's an example: My first business was a high end cleaning firm that cares for stone floors, Oriental Rugs and fine textiles. The most profitable and most valuable up-sell is sealer for the stone and fabric protector for the textiles. We built questions into the script such as "did you get protector the last time you had this cleaned?" We didn't sell it at that moment; instead we gathered information (the more they tell, the more you sell).

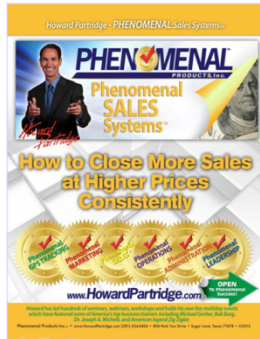
Later on, during step five, we outlined that the solution included sealer or fabric protector. Not having investment furnishings protected costs the client big time down the road, yet many companies fail to even mention it. The result is the customer's property is at risk and the company doesn't make the profit it could. The owner doesn't reach his or her life goals, which may include passing on some of those profits to a good cause. Can you see how this all fits together in a phenomenal business?

Once you have opened the conversation, ask for permission to share more. Once you get that permission, you can go into a full interview on that particular service or product. If demonstrations or a free trial is appropriate, be sure to offer that.

Final note...don't offer *anything* until you have established rapport with the client and you have secured *believability*. You must establish yourself as a trusted consultant and representative before attempting an extra sale. Many times this is accomplished by WOWing the client with the primary service or product first.

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