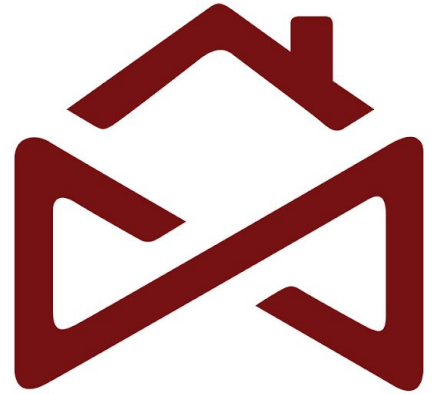


SALES PLAYBOOK



BY: SAM TAGGART
@THESAMTAGGART

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MINDSET

“Keep yourself positive, cheerful and goal-oriented. Sales success is 80 percent attitude and only 20 percent aptitude.”
-Brian Tracy c

Sales Goals and Number Tracking --- Yearly Goal _____

Reverse engineer your goal by understanding how many Prospects - Demos - Closed - Collected you need to reach your goal

Prospect: _____		Objective
Daily		
Weekly		
Monthly		
Yearly		

Demos: _____		Objective
Daily		
Weekly		
Monthly		
Yearly		

Closed: _____		Objective
Daily		
Weekly		
Monthly		
Yearly		

Collected: _____		Objective
Daily		
Weekly		
Monthly		
Yearly		

4 Laws For Success

Law of Attraction

Manifest the results that you want. Make sure to set goals, and talk about those goals every day. Become obsessed with your goals. Let yourself feel and live as if those goals were already happening.



Law of Gravity

Don't get discouraged when you aren't where you want to be. You are exactly where you are supposed to be. Realize you are enough, and your worth doesn't come from: "When I have X... I will be happy."



Law of GOYA

Get

Off

Your

Ass



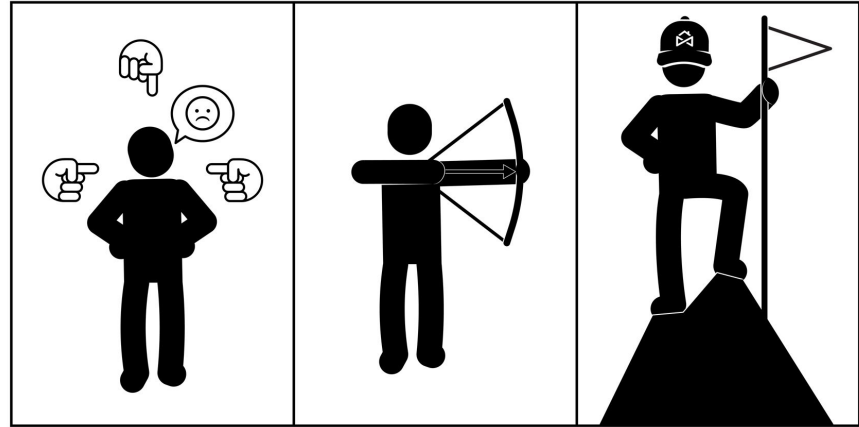
Law of Allowance

You then can harvest and reap what you sow. The universe will provide when following all the other laws. Act with faith and patience and sales will come.

WHAT TYPE OF SALES REP WILL YOU BE?

Too often sales reps blame their results on:

- Bad Training
- Bad Leadership
- Bad Prospects or Leads
- Not Enough Opportunities
- Price of Product
- Their State, or Bad Day
- Bad Team
- Etc...



Victim

Survivor

Conqueror

Nobody is stopping you from selling - the faster you realize sales are in your control - the faster you start selling at a high level.

Herbivore:

Definition: Company provides you leads, you will only sell as long as things are handed to you on a silver platter, or a contact is provided to call.

Pro: You get spoon fed leads

Con: Only will sell as long as the company provides leads, and the leads are good.

Carnivore:

Definition: Sales reps that hunt for their own prospects. They knock, they cold call, they comb through Google or other databases, reaching out to customers - creating opportunities.

Pro: There is unlimited prospects, and unlimited potential

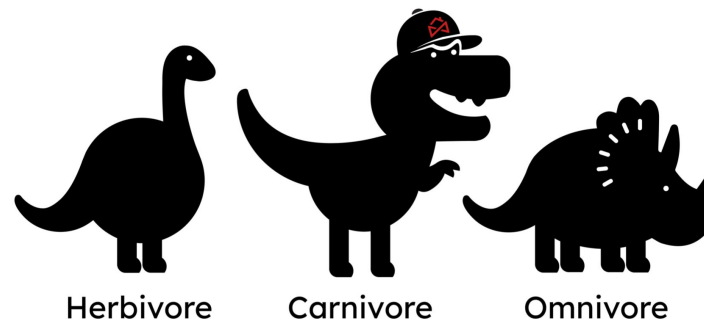
Con: It takes hard work, there may be more rejection, and requires talent.

Omnivore:

Definition: A rare breed of reps that are provided leads on occasion, but when they don't have leads, they go hunt on their own. Ideal, but often hard to create this environment.

Pro: You have some hot prospects, and you are confident in your ability to produce results regardless of the leads provided.

Con: This sounds easy - but most won't naturally do it.



3 Sales Dinosaurs

Once someone is converted to a herbivore, it is virtually impossible to bring back the hunter in them.

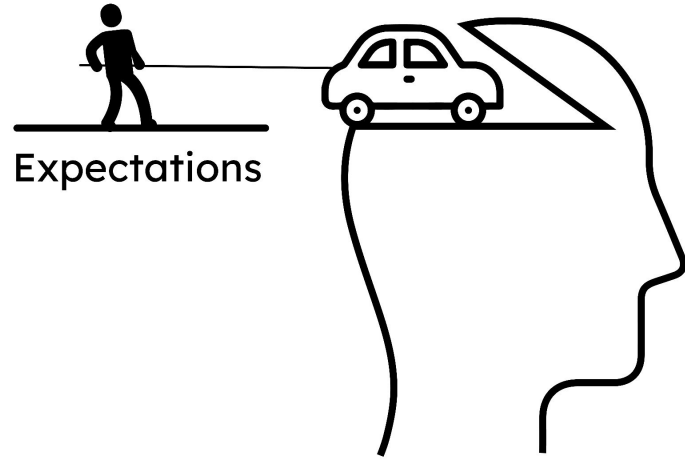
Keep the hunter inside you - and pride yourself on your self-generated deals.

Expect More

Do More

There are lots of things that will slow your results down. Unfortunately, many are things that aren't in your control, but you can bring awareness to them and combat them. These are a few of the superimposed expectations you should be aware of:

- Office Sales Results
- Previous Records
- Past Income Earning Average
- Your First Results in Sales



Mental Governor

If you allow yourself to conform to whatever expectations were set for you or that you set for yourself, this will be the only mental governor that slows you down. Tap into ways to unlock your ultimate potential - and only you can control that.

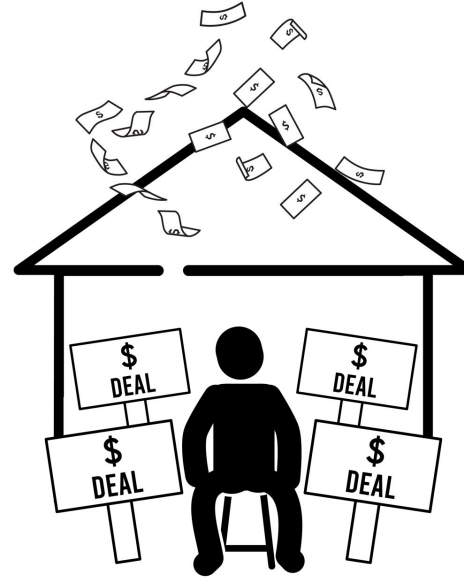
Don't Settle

It is now so easy for people to lie to themselves that they don't have the "potential" for sales because of the increasingly thinning population of successful reps. "Oh, just 2 out of 20 reps sell well; they must be 'extraordinarily gifted' to achieve that!...Me, I am not that gifted!"

And what if 2/3 of people in sales fail? Why not be among the 1/3 that succeed? Why are you so eager to squeeze yourself into the negative side of the statistics? Why are you readily discounting your potential by taking shelter in the negative suburbs of the numbers?

I often feel like screaming it from the mountain top "God has given all of us the potential for success...it is in you, you are just too lazy to dig it out!"

STOP seeking validation in the excess of the negative stats. Who cares if 2% of sales reps or businesses fail? Take ownership of your outcomes today! You have all the potential in the world.



Shelter in Stats

Routine

“You will never change your life until you change something you do daily. The secret of your success is found in your daily routines.

- John C Maxwell

Morning

- Read/Watch Sales Training Videos
- Meditate/Pray
- Workout
- Affirmations/Goals
- Plan out your day and prospects

Nightly

- Forget the Good and Bad - Tomorrow is a new day
- Recap the good and the lessons
- Check off tasks, and push tasks to next day

Sales

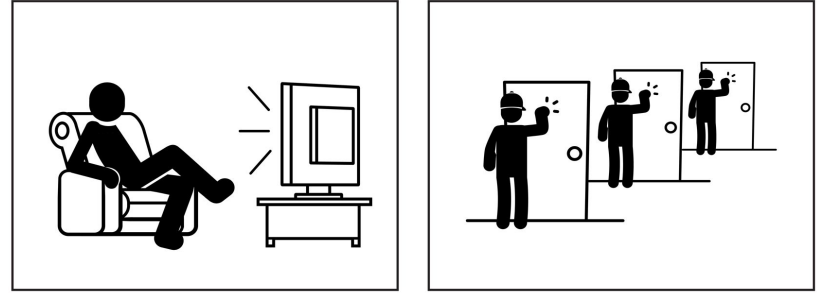
- Follow your pitch scripts
- Present with the same flow
- Close with the same flow
- Ask for referrals with the same flow
- Follow up with the same flow

Personal

Your 6 equities of life are all combined, and will affect performance if one of them is out of alignment.

- Fitness * Family/Social
- Spirit * Emotional
- Education * Finance

What's on the couch - stays on the couch



What's in salesmotion - stays in salesmotion

Salesnertia

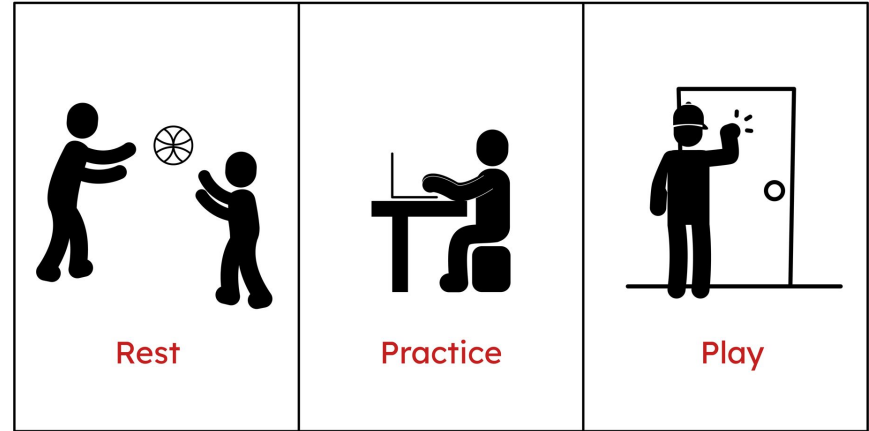
Do something that will get you into work mode. It is a lonely job sometimes just cold calling on random people. When you can set things in motion - you will often realize that sales isn't too bad, it pays well, and you CAN have a lot of fun doing it. Set off into ACTION - and it will be hard to stop the momentum.

Create Harmony By:

Working to Live not Living to Work

REST: When you can, recharge by spending time with your family, doing the things you love, and slowing down. This will charge your spirits so that you can show up fully on the field.

PRACTICE: Don't practice on customers - Practice in the classroom, and with your peers. Spend meaningful time each day at sharpening the axe - so you can cut faster and smoother when with a client.



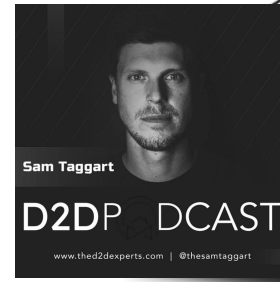
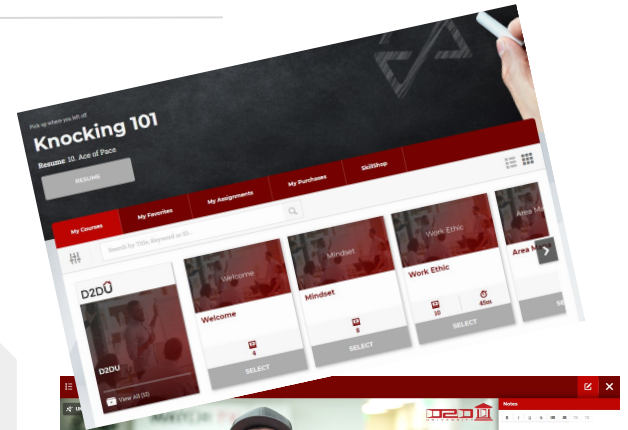
PLAY: Don't just stock up money in your bank account forever. Be smart with it, but don't procrastinate doing the things you love. Live life full of joy, experiences and laughter. Sales gives us a freedom unlike most jobs! Utilize the lifestyle. Being disciplined while working can create freedoms when you don't want to work.

Map out Your Routine, Practice, and Hours

Morning/Nightly Routine

What you Study, How Long, How Often?

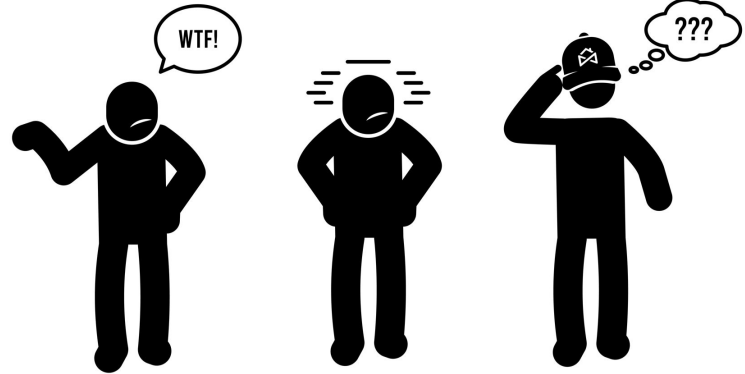
Hours You Commit to Working



There is no such
thing as

BURN OUT

Find the CAUSE
Find the WHY
Find the DRIVE



Jaded

Bored

Lost

Burn Out

Burn Out is one of these things:

- Jaded: You felt someone screwed you over
- Bored: You have lost interest in the product, team, challenge
- Lost: You have no greater mission, you don't have clear goals, you don't have upward mobility

Activate your PREY DRIVE

“Confidence is an internal memory of success” - Coach Burt

Activation

The switch is awakened, the curiosity is activated for more of something



Persistence

“You have a long obedience in the same direction and can show up daily



Intensity

Force, power, ferocity of attack

5 Activators

- 1) Competition
- 2) Loss or fear of loss
- 3) Inspired by others
- 4) Environment
- 5) Exposure



When you think
you have finished
your day...

Take on the
mentality of ONE
MORE DOOR



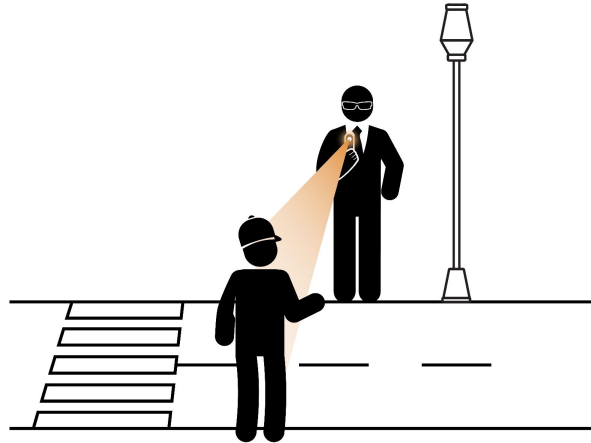
One More Door

Prospecting

“Proper prospecting prevents poverty”
- Jeffrey Gitomer

Selective Amnesia

After each negative interaction - chose to forget it and move on. Start every new prospect with a clean slate, and opportunity to be a YES!



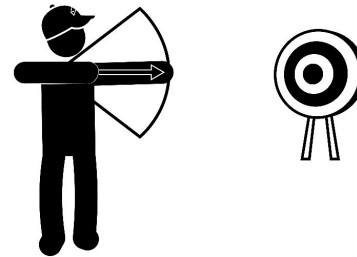
Think of Will Smith zapping you for memory loss from “Men In Black”

Narrow Targets

When you are focusing on trying to sell everyone - you end up selling nobody.
Get clear on who you are going after, and make sure to dial in on that audience or prospect pool



Unclear Target



Narrow Target

Paid for the NO's

If it takes you talking to 20 qualified prospects to get a yes, it isn't the yes that pays you, it is the sum of all the "NO's" that equals your deal.

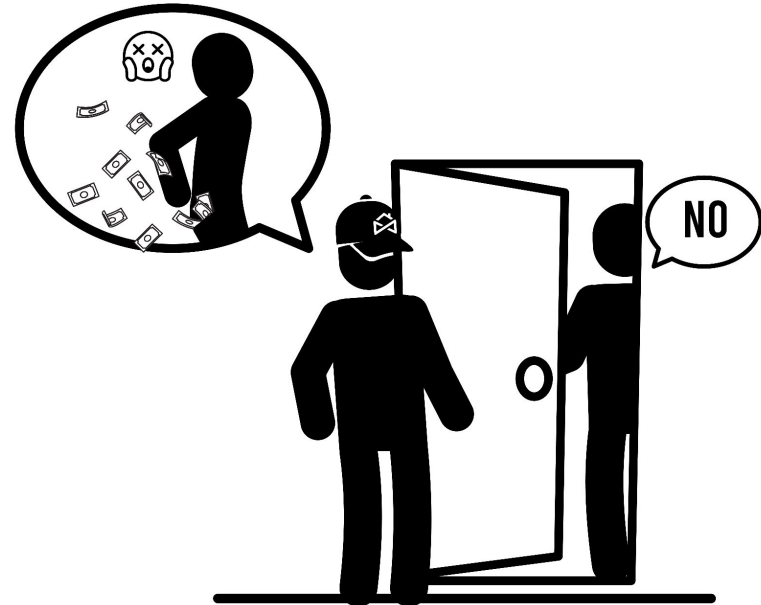
Example:

Commission = \$1000

For every "NO" you would make
\$50

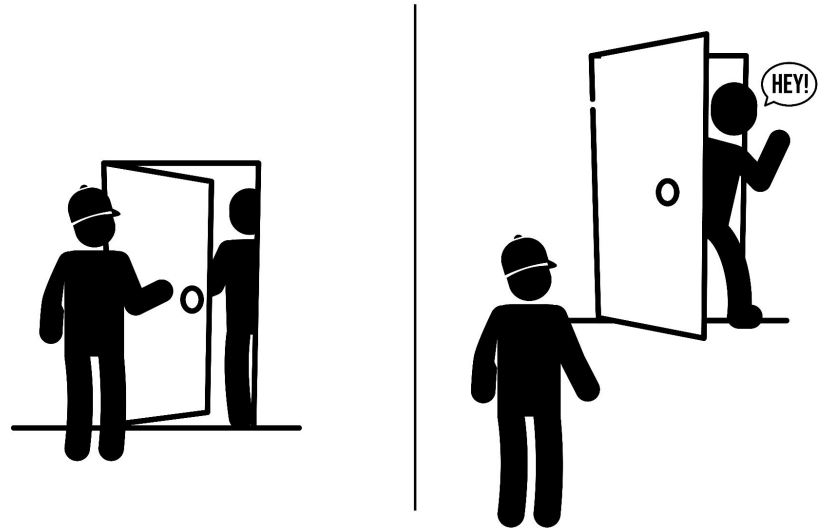
\$50 X 20 Prospects = \$1000

Then on the 20th Person you would just be cashing in your pot of "NO's"



Don't Be the Needy - Be the Needed

When we are so desperate to sell someone something - they end up holding all the power. It makes it very difficult to create urgency, and build value.



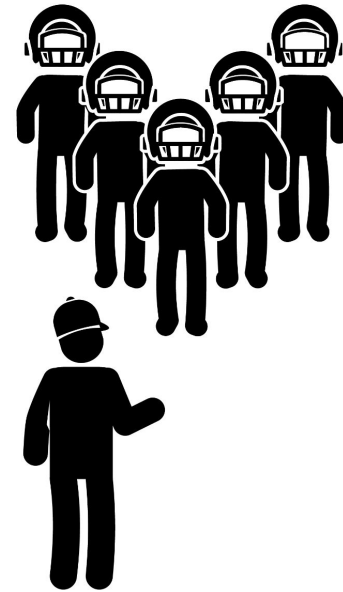
Contact Sport

Many people would argue sales is about as many quality attempts you get.

I would argue that this creates too much paralysis by analysis. Meaning, people spend too much time thinking about how and what they are going to say, and to whom instead of just getting out there and making it happen.

Formula for success =

Qualified Contacts X Quality Pitch = \$\$\$



HOURS - HOURS - HOURS

No substitute for hours

People think there is a magic bullet, some big customer that is going to just make their dreams come true. Realize the formula to success takes time making calls, knocking, and grinding. It may not be the glamorous thing, but it is what all the greats do to get where they are.

What is robbing you of hours?

Lots of times you get distracted by things. Bring awareness to what those areas. Often times they are disguised as things that are productive, but they are robbing us from things that really produce revenue.

Where are you spending hours?

Many people think they are working, when in reality they are just being busy. Set a timer when you start talking to a potential buyer, and then stop it when you are done talking to them. Count that as time effectively selling, not all the other inbetween garbage you think you is “working.”

What/Who keeps you accountable?

If you don't have anyone to hold you accountable, find an accountability buddy. Give a mentor, manager or coach permission to call you out if you don't work your hours. If you are a lone wolf, and no one is watching if you spent the time prospecting and working a full day, it pays off to pay someone to do so.

Where are you spending your hours?

Write out how many hours you would guess you spend each week on each activity

This week, time each activity with exactness and fill in the actual time spent on each activity

Weekly Activities	Guess: Hours Spent	Actual: Hours Spent
Hours spent finding potential prospects?		
Hours spent in meetings?		
Hours spent driving?		
Hours spent following up with prospects?		
Hours spent submitting paperwork, data entry, CRM updates?		
Hours spent on social media - mindless time wasters?		
Hours spent working customers for referrals?		
Hours spent PITCHING QUALIFIED prospects?		

Area/List Management Strategy

If you Don't have Strategy

- You create negative/positive stories around certain areas.
- Mismanage potential lists/areas.
- Get kicked out and blocked from lists/areas.
- Create frustrations within your teams/potential customers.
- Waste time.
- Lose out on deals.
- Higher attrition.

Consolidate

When you focus on specific demographics or lists, you can get into a better rhythm with your pitch. It is easier to create repeatable results when you are focused in on a niche, and continue to grow from that niche, then just spray and pray.

Why Strategize

- Organization...
- Time Management skills.
- Maximize turf and production.
- Structure: so reps can focus on selling instead of who they are going to talk to.
- Trust.
- Consistency.

Re-Pitching or Re-Hashing

It takes 7 no's to get a yes. Re-pitching is important to the business because you can create brand awareness and concentrated customer bases. It also gives opportunity to better bandwagon and manage referrals. It has been proven by many industries and companies that the best areas are ones that have been previously hit and had success. If you have already paid for leads, why not get the most out of the leads. Use follow up text, call and email campaigns to recycle your data.

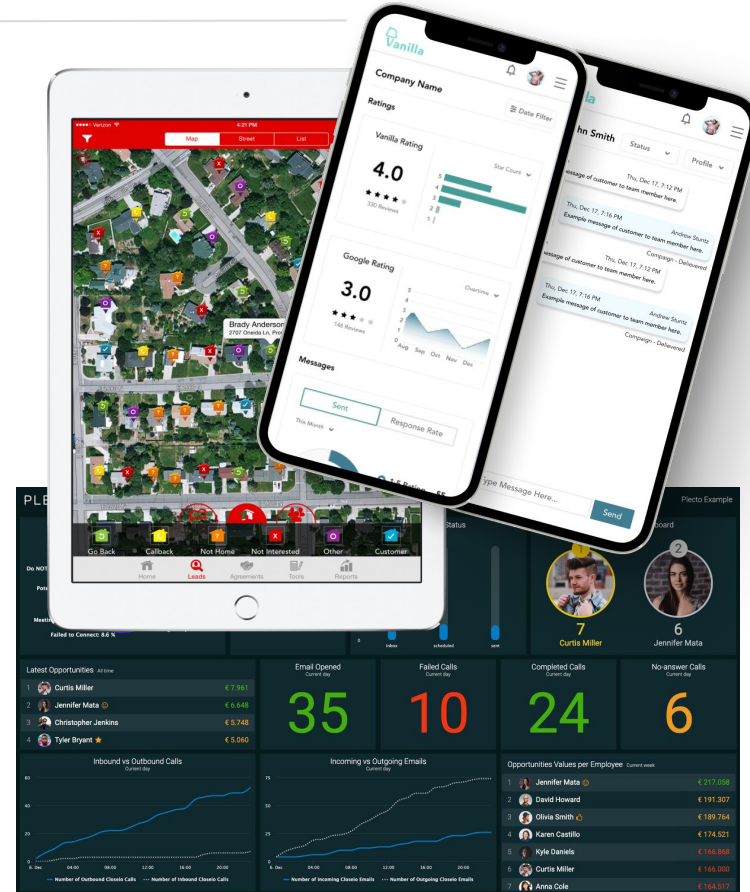
Utilize the Apps

Track for Sales Performance

- Track Activity
 - Knowing where you have knocked or called is vital, and it helps you make future decision on where you should be focusing your time.
- Know the Data
 - This helps you better diagnose what issues reps are running into and where you need to spend your training and leadership.

Create Competition

- When you can trust your people to accurately disposition their activity, have the data, you can create competitions and dashboards around the data.
- This will automatically exposure and recognition for the behaviors you wish to drive.



Social Media Selling - Foundation for Attraction

Company Pages

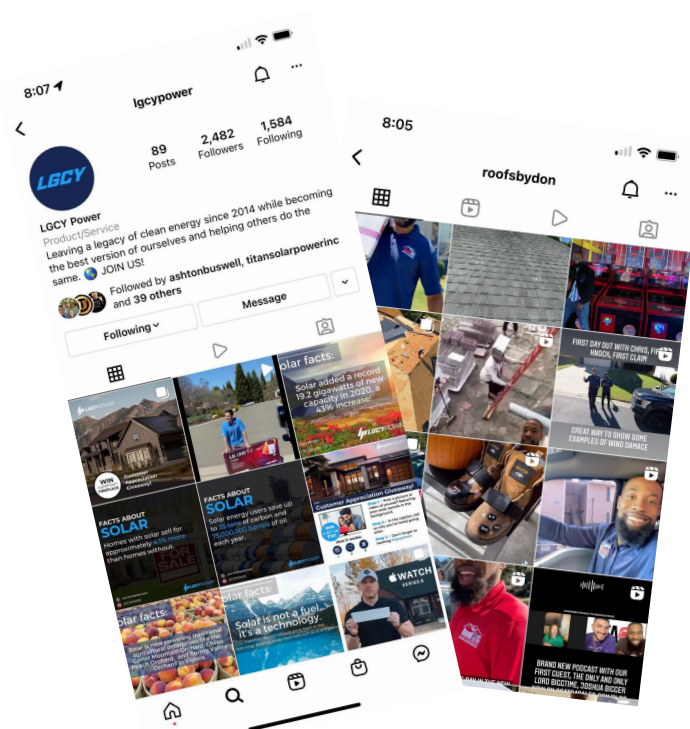
Show off how good of a job you do, your customers, and professionalism.

- Your product
- Your customers testimonials
- Your reviews
- Your core values

Personal Pages

Find ways to add value to your warm market, and inspire them to send you referrals or buy. Let the world know what you are selling. Don't be ashamed.

- Post when you close deals
- Post about your customers
- Have your customers share your posts



Contact Your First 24 People in Your Network

Your warm market is not a bad place to source deals. Don't be afraid to reach out to people in your network to set up appointments or ask for referrals.

“I just started a new job selling, would you be open for me to come practice my demo on you?”

Name	Phone	Name	Phone	Name	Phone	Name	Phone

PITCHING

“Be a resource, not a sales pitch. Connect not to get; connect to give.”
- Paul Strikwerda

Pitch Framework

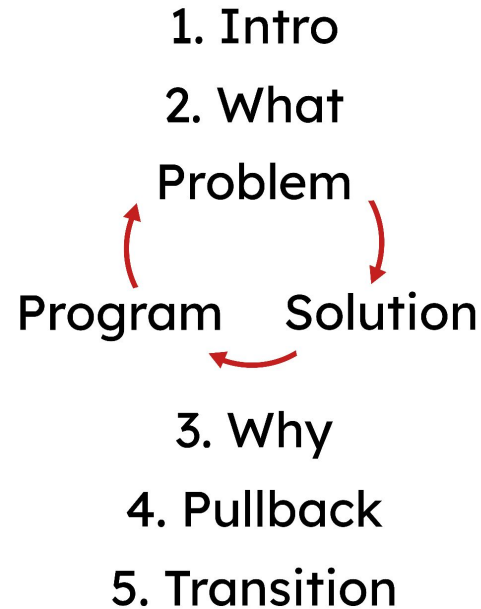
Intro: State who you are, break preoccupation, hook their attention, bandwagon, qualify, 8 mile.

What: Clearly state your purpose - most of the time it is a PROGRAM - that SOLVES a PROBLEM.

Why: You have to have a reason you are pitching that prospect in particular. Then you have to have a deal for them, and justify why that deal exists.

Pullback: Create exclusivity, make them feel special, and not everyone is a good fit. Show you are not desperate for the sale.

Transition: Move into the presentation, transition into the sale or setting the appointment.



Pitch Introduction

Break Preoccupation: Pattern interrupt, ask them a question, don't come off as the average salesperson, show that you are curious about them, and make them curious about you.

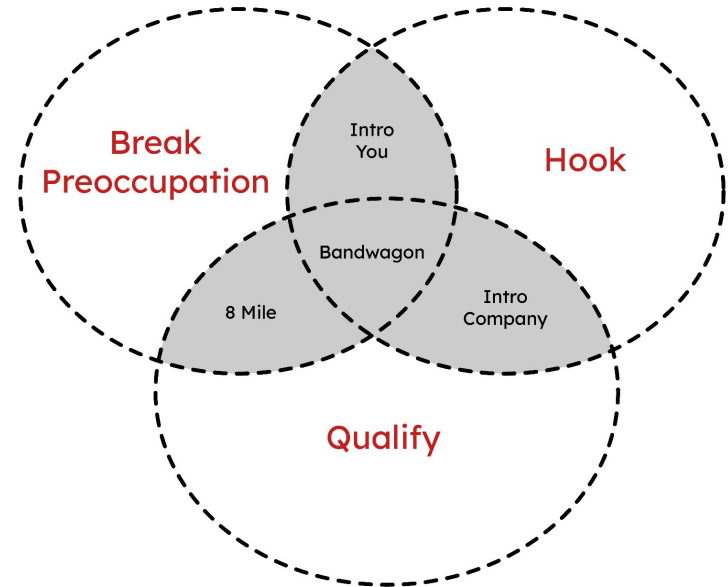
Intro You: People want to know who and what type of person they are dealing with.

Hook: State something that sounds important, make them feel they are not in the know. Make a statement that is bold, that would grab their attention.

Intro Company: Bring the company/product into the picture, so it is easier to follow where you are going with the pitch.

8 Mile: Overcome their objections prior to them coming up with them. Most of them will be smoke screens.

Qualify: Make sure they are a potential buyer. Don't waste your time with people who don't fit your qualifications. Ask if they are the homeowner or the decision maker.



5 S's

Status

Situation

State

Sex/Age

Saturation

Intro Arsenal

Fill out each component of your introduction

Pitch Introduction

Break Preoccupation:

Intro You:

Hook:

Intro Company:

8 Mile:

Qualify:

Bandwagon:

Pitch Builder

Write out word for word your pitch based on these steps

Pitch Written Out

Intro:

What: Problem, Solution, Program

Why:

Pull Back:

Transition:

First 30 Second State Change

It is important to change the state of your prospect within the first 30 seconds. Most will answer your call already disinterested, they don't want to be sold. You get to control the situation through your - tone, enthusiasm, words, and body language.

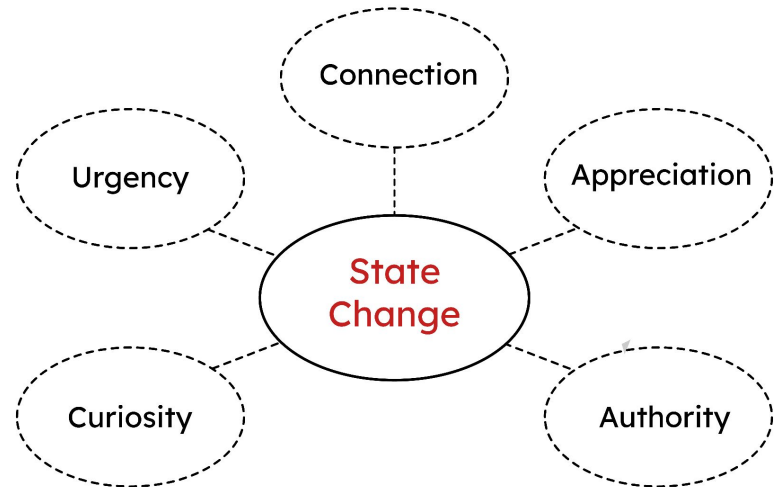
Connection: Find ways to connect with them. You see they have kids and you have kids, make the connection. Talk about their sports team, talk about things that interest them and you.

Appreciation: Show gratitude for their time.

Authority: Use industry credentials, city/government backed programs, identification cards, awards and articles to show you are an authoritative figure.

Curiosity: “Have you heard what has been going on in the area?” Make statements that will engage them to listen.

Urgency: Use words like, “today” “while I’m out here” “deal we have going on.” Creating exclusivity and limited supply will also create urgency.



State Changing Lines

Write out a line or two that you could use to change a client's state within the first 30 seconds

Connection:

Appreciation:

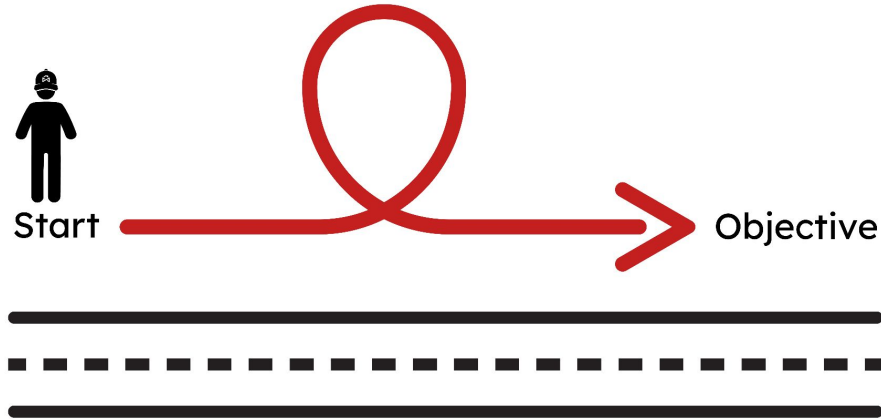
Authority:

Curiosity:

Urgency:

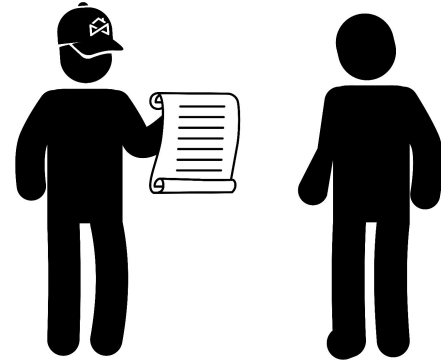
Intentional Loop

When you have your pitch scripted out and you intentionally deviate from it to create a pattern interrupt. This is greatly used when someone comes to you with an objection, or is trying to throw you off guard. You then ask them a question that has nothing to do with the sale, and talk about that for a minute as you build rapport, then softly bring it back to your sales pitch.



Bandwagon

Show customers that they aren't the first to buy, and there are others that validated the price, company, and value. This takes away the buying threshold.



Name List

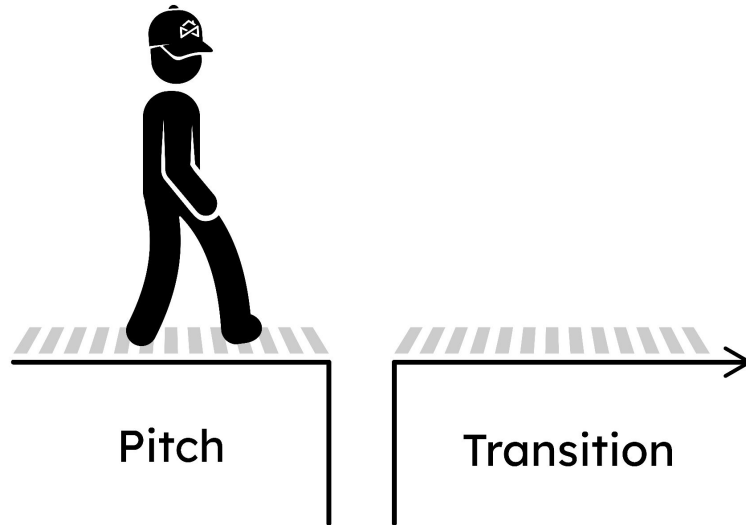
“Do you know anyone on this list?”

“You probably recognize a few of our other clients that have been loving it”

“All these people have already done what I'm doing so obviously I'm not doing anything crazy”

Transition - Mind the Gap

When you go from pitching someone to transitioning to the the next phase, whether that be inside a home, setting an appointment, or going into your closing process, it is natural for a rep to *PAUSE* and seek validation from the customer before moving on. This can be devastating to your sale, showing lack of confidence. Make sure you take a leap of faith and *ASSUME* your pitch did its job, and the customer is interested. They will let you know if they need you to slow down or stop.



Transitions

Into the Home

Reps often have a fear of getting into people's homes, mostly because they feel they were uninvited. Change your mindset to: "It would be a privilege for them to sit down with you and hear about your service."

Example:

"Let me just jot you down some info inside, that way you have it."

"Is there a place we can sit down real quick to go over some basic questions you may have?"

Body Language

You must take a leap of faith and assume they will let you transition. When moving into the demo portion of your sale, you want to get to a seated down position when presenting in person.

Point to the inside of the home, put your head down and start walking in.

Look down and ask, "You want my shoes on or off?"

Then start wiping your shoes.

Setting Appointments

Start by asking for the most unobtrusive information first.

What was your last name? And the address here? Etc...

Use option closes with time slots to lock down an appointment.

"Does morning, afternoon, or evening work better for you and your spouse?"

"Does tmrw at 4pm or 7pm work better for you?"

Then confirm things by entering it into their calendar, or sending some sort of notification confirming appointment time.

OBJECTIONS

“An objection is not a rejection; it is simply a request for more information.”
- Bo Bennett

3 Types of Objections

Smoke Screen

Customer is only trying to get you to leave because they don't want to take the time of day to even listen to you. They will say whatever they can to get you to stop pitching. It is a simple brush off. You will see these usually at the beginning of your pitch.

Solution: Brush them off, and move around them.

Examples:

“Not Interested”

“I'm busy”

“Don't have money right now”

“Come back later”

Objection

The customer has understood what you are pitching, and now comes up with a thought out response. These need to be dealt with more in depth and properly resolving the objection is a must before moving forward with a close.

Examples:

“Can't afford it right now”

“Need to think this over”

“Want to shop around”

“Need to talk to my spouse”

Condition

This is when the customer doesn't qualify for your offering. It is important to recognize these are not objections, and you should get discouraged when running into them. This is just part of selling, not everyone is your customer.

List Out the Common Objections You Get

Smoke Screens

Objections

Smoke Screens

Selective Hearing

It is important to hear things at face value. When someone says, “I am busy...” You need to hear that as simply that... Don’t hear it as a “NO.” Then find a way to show that what you are pitching is more important than whatever they were preoccupied with.

“I’m broke,” well this could be all relative... They probably will go on a shopping spree this weekend for things that they care about. They just have yet to see the value in what you are pitching. Give time for yourself to create value, vs feeling defeated when they spit off this objection.

“I need to talk to my spouse,” Find a way to hear this as... “Show me how I can do this without my spouse’s approval.” The more you can find ways to use the objection as a challenge for you to solve, the farther you will progress in your sales process.



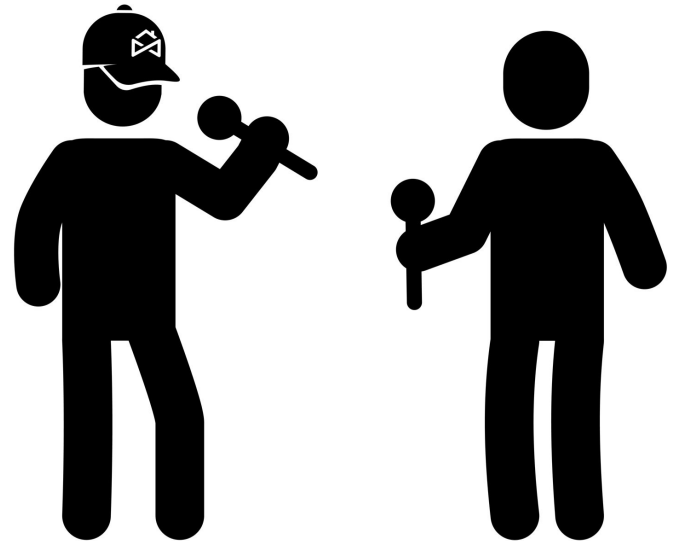
8 Mile - Overcome the Objection Before it Comes Up

In the last rap battle of the movie “8 Mile,” Eminem says all the negative things about himself before the opposing rapper could dis on him. It made it really hard for Clarence to think of anything to rap about after Eminem’s rap because he took all the words out from under him.

You can do the same thing with your customers. Say the objections before they come up, that way it makes it harder for the customer to object.

Example:

“I know you probably talk to people trying to sell you things all the time; I am doing something different”



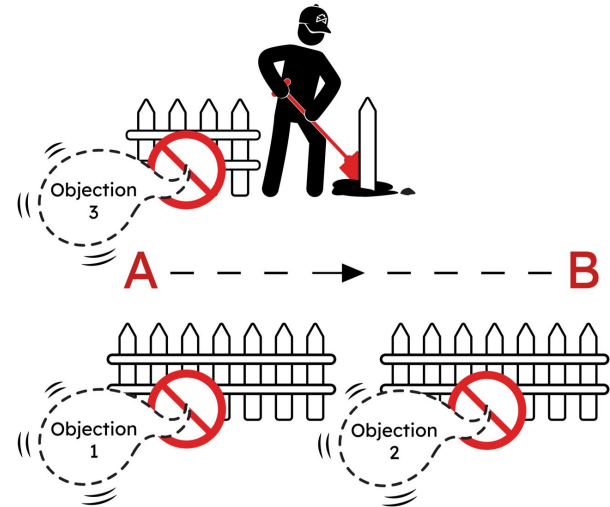
Objection Fence Staking

Much like 8 Mile-ing; throughout your sales process you must find ways to anticipate the concerns and put up a fence to stop your customers from causing you to deviate from the track.

By touching on and resolving the common objections in your sales process before the customer brings them up, it will make less room for customers to object.

Example:

“Most people usually ask, ‘How long do these last’ because they don’t want their investment to be short lived... the best part about this is the warranties, let me explain how they work...”



Objection Ammo

Write out 1-2 lines you can use to overcome the common objections you are getting.

	Objections
Objection:	8 Mile:
Objection:	8 Mile:
Objection:	8 Mile:
Objection:	8 Mile:
Objection:	8 Mile:

Rein Swap

Your customer is going to start by holding the reins in a sales situation. They will always feel like the one driving. Your job is to slowly gain control of the sale and guide your customer through the sales process. In hypnosis you use a technique that helps the client gain trust and follow you simply by stating:

Indisputable Fact - Indisputable Fact - Indisputable Fact
- LEAD
Indisputable Fact - Indisputable Fact - LEAD - LEAD
Indisputable Fact - LEAD - LEAD - LEAD

If you ever feel like the customer took the reins back in your sale, you can come back to this technique.

EXAMPLE:

“It’s hot out here isn’t it?
You have a really nice car.
So cool to see the broncos killing it this year
(lead) So let me show you how this works...”



Objection Techniques - Smoke Screens

1) MICRO VALIDATE:

- Give a simple acknowledgement they objected and move on.. No more than 2 seconds

“Perfect”

“Uh Huh”

“That’s Exactly why I’m Here”

“That’s fine just so you know”

2) IGNORE:

- Simply move past the objection

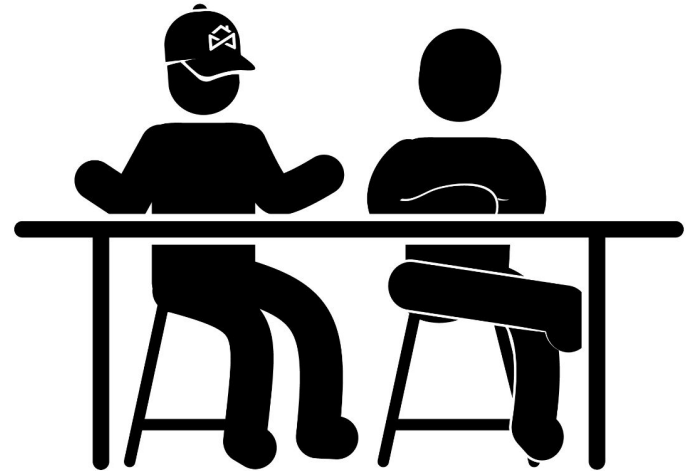
3) REDIRECT:

- Ask a question that has nothing to do with selling

“How long have you lived here?”

“Where did you get your car?”

“OMG did you hear about...”



Objection Techniques

These three tools are used when someone actually gives a real objection.

Feel Felt Found:

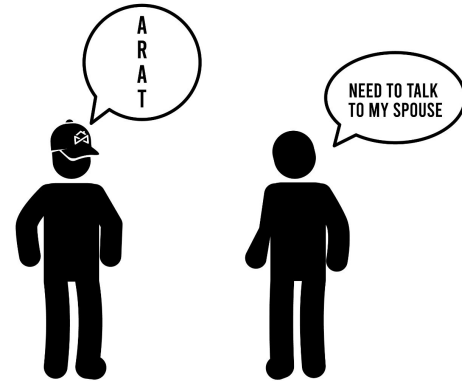
I understand how you **FEEL**
So and So/They **FELT** the same way
And what they **FOUND** was... (Tell a story)

IIO:

- 1) Identify - I would “but”... figure out the “but.”
- 2) Isolate - is it only that? Or are there other things if I were to solve this concern?
- 3) Overcome - Work through a solution for them

ARAT:

- 1) Agree: Always agree with the customer’s objection
- 2) Restate: Repeat their concern back to them for clarification. This is an opportunity to also pigeonhole their objection in direction you want
- 3) Anecdote: Give a solution
- 4) Transition: Move on with your sale... don’t pause and get stuck



Objection Map

List out common objections
List out stories and solutions to overcome those objections

Objection:	
Objection:	
Objection:	
Objection:	
Objection:	
Objection:	
Objection:	
Objection:	

NON-VERBAL

“When the eyes say one thing and the tongue says another, a practiced man relies on the language of the first.”

- Ralph Waldo Emerson

4 Sales Profiles

Bull - Driver (High Assertive - Low Emotion)

Firm and forceful, confident and competitive, decisive and determined risk takers. While their impatience sometimes causes eyes to roll, the Directors leave no doubt who sits at the head of the table. Love to help - Play on that.

- Fast to Decide
- Result-Oriented
- Likes Challenges
- Business First - Then Social
- Biggest Fear = Being Taken Advantage Of



BOLT

How to Sell to Different Personality Types



Lamb - Amiable (Low Assertive - High Emotion)

General team players who like stability more than risk and who care greatly about relationships with others. They're likable but sometimes too timid and slow to change.

- Slow to decide - Often change their mind
- Wants protection and peace
- Social First, then Business
- Biggest Fear = Conflict

Owl - Analytical

(Low Assertive - Low Emotion)

Self-controlled and cautious, preferring analysis over emotion. They love clarity and order but may come across as a bit starchy

- Likes detail and full explanation from A-Z
- Takes time to decide
- No Mistakes
- They are in control and their timeline
- Doesn't like over-excitement and emotionalism
- Likes order
- Business First, then Social
- Biggest Fear = Being Wrong

Tiger - Expressive

(High Assertive - High Emotion)

Outgoing, optimistic, enthusiastic people who like to be at the center of things. Socializers have lots of ideas and love to talk, especially about themselves.

- Not into details
- Fast to decide
- Loves Recognition - emotional - likes excitement
- Likes a challenge
- Biggest Fear = Not Being Liked

Appearance

It is important to have everything going in your direction. As much as we don't want to believe it- people judge a book by its cover.

Check yourself on the following:

Grooming

Smell

Clothes/Uniform

Nose Hairs

Breath

Posture



Tone

Assertive

Confident and keep it firm.

You are bold, state facts with certainty

Slow it down and end on a down tone, gives off the impression the deal is immovable.

Commentator

Neutral Tone

It is more a conversational tone, that leaves space for back and forth communication.

Analysis

More inquisitive

End in up-tones as if you are stating things as questions.

You are insisting the customer thinks, and comes up with solutions on their own, and are open to their opinions and feedback.

Body Language

How you sit, stand, put your hands, facial expressions and more all play into non-verbal communication.

You can usually tell if they are anxious, or disinterested, bored, enthusiastic all by reading into their body language.

It is important to match the body language of your client.

Are they leaning in? Do they have their arms folded?

Make sure you have a confident, relaxed, trustworthy posture throughout the process. Show that you have done this a thousand times, and help guide the client to finding comfort in the sales process and in working with you.

TIPS FOR BODY LANGUAGE

- 1) Shoulders back and stand tall
- 2) Don't Cross your arms
- 3) SMILE
- 4) Maintain eye-contact : but don't be overwhelming
- 5) Nod head to give and receive affirmation
- 6) Lean in when they are talking
- 7) Take notes when they are talking
- 8) Sit next to them while presenting
- 9) Don't close while standing up - sit at table
- 10) Breathe deep into your diaphragm
- 11) Get them talking more than you

4 Types of Questions

Situation Questions: These are used at the beginning of your sale to find out what the customer is currently doing to solve for what your product will eventually solve for. These are questions to find out where they are at in the buying process, who needs to be involved to make the decisions, etc.

Example: “What are you currently doing to track your billing?”

Problem Questions: These are questions used to uncover the problems. It helps them see what is working and what’s not.

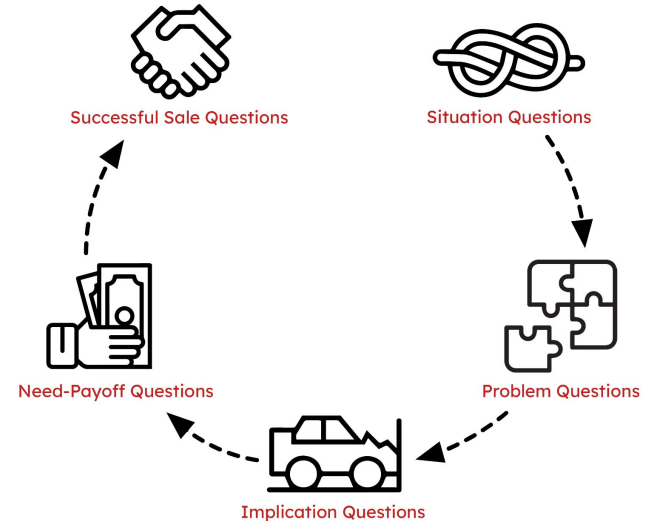
Example: “What issues do you run into with your billing today?”

Implication Questions: After bringing the problem to the surface, these types of questions will show the impact or consequences of the problems. It makes the problems real.

Example: “When collections aren’t 100% accurate, or you don’t feel you are collecting all your revenue, how does this impact your business?”

Need-Payoff Questions: These are questions to help determine the value of your solutions to the buyer’s problems. It will help position things where the customer is telling you how they will gain value from your product or service.

Example: “If you had a software to track all the billing, and was 100% accurate and automated, how would that impact your collection percentage?”



Question Tips

How NOT to Ask Questions

Robotically going through a list of questions.

The fake “Great!” response to every answer

Interrogating your prospects

Anxiously asking

Broad to Specific

Start with broad questions that then will get more and more narrow as you converge on a finite problem or need.

Follow-Up Questions

When someone answers a questions, don't just start presenting again, ask more follow up questions.

Examples:

What does that mean?

Do you have an example of that for me?

Can you tell me more about this?

Question Mapping

List out a few questions you can ask throughout your sale that will keep the customer engaged

Situation Questions	
Problem Questions	
Implication Questions	
Need-Payoff Questions	

PRESENTING

“Too often, sales reps, simply regurgitate their presentations and expect to land the sale. It doesn’t work.”

- Harvey Mackay

Presentation Framework

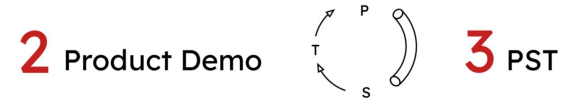
Sales Intro: Setting up your presentation for success. Setting proper expectations, and building trust to ensure the sale goes smoothly.

Product Demo: Going over the features, but mainly the benefits to the customer. Showing the value of why this would SOLVE THEIR PROBLEM.

Problem Solution Transition (PST): Uncovering or creating a problem amongst your client for each feature set or product you offer. Then solve the problem through your service or product. Transition on to the next product or feature set.

Closing: Using a series of micro closes that all lead to a big yes. Not to be mistaken with simply getting a signature or collecting payment.

Wrap Up: Showing the client the next steps: what does product delivery look like? Asking for referrals is a big part of the wrap up. Explaining how communication works moving forward.



5 Steps to Presenting

Sales Introduction

Rapport: Keep it fun, light, and care about what they care about. Don't spend too much time on rapport, you don't want to get to the point where the customer feels you are wasting their time.

Company Story: Explain the background of the company and why it is legit early on in the process, so there is trust throughout the sales process.

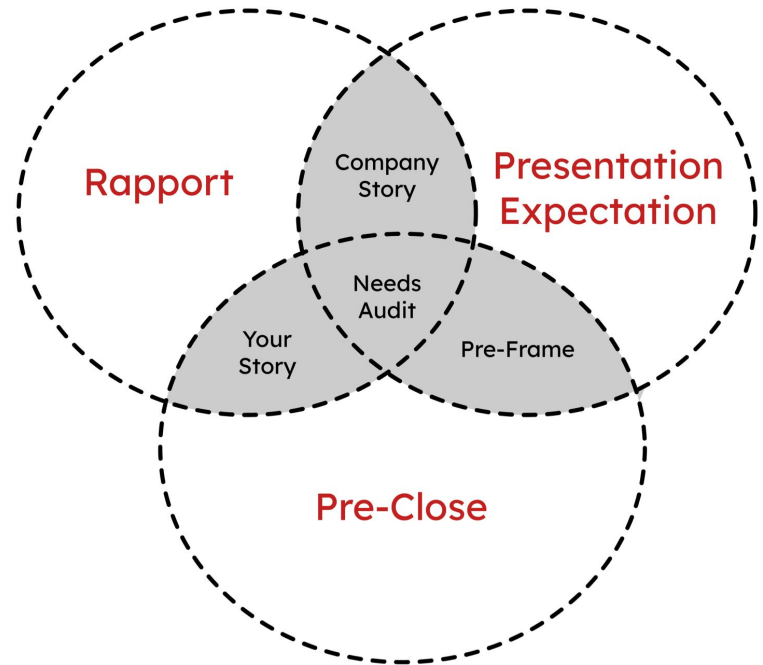
Presentation Expectation: Let them know what you are going to be presenting on. Where they should ask questions, timeframes, and what to watch for.

Pre-Frame: A closing statement letting them know that you are there to earn their business and make a deal happen today.

Your Story: People get excited hearing about why you do sales and what your background is. What makes you the expert, and how you enroll your client into your personal goals.

Needs Audit: Use this time for discovery. What do they already know about the product? Why are they meeting with you? What questions up front do they have? What options do they have on the table? This is used to gain an arsenal for your presentation.

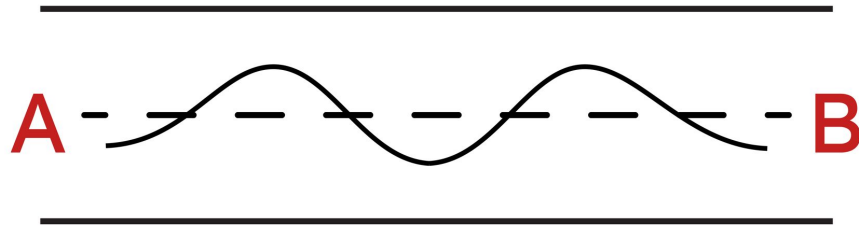
Pre-Close: Ask them straight up if all of this made sense would they give you a yes or no at the end?



Friend Zone

When you spend too much time on rapport - you will get caught in the friend zone. It is much harder to build urgency and put the pressure on someone that is in the friend zone. It is also really hard to harness the sales conversation back from a big rabbit hole.

Find the happy balance of enough personality - yet staying on track to advance your sale to close.



Tips on Presenting

Value = Emotion + Logic

People buy emotionally and justify logically.

You need to be speaking throughout your sale to both elements.

If you fail to bring the emotional aspect in - you will find it difficult to build urgency

If you fail to bring logic in, you will find yourself always with callbacks, and price battles.

Professional Problem Solver

The better you are at finding customers' problems, bringing them to light and making them HURT, the more punch you'll pack.

Ask more questions than you think you should, and then help solve their pain points with your service.

You are a doctor prescribing medicine. Be an expert at finding the symptoms and knowing all the types of medicine you offer.

Don't Prejudge

It is easy to make assumptions early on about people and their buying probability.

You need to be open minded that more people than you realize could be good prospects. Allow for the customer to disqualify themselves vs you pre-disqualify them based on:

- Income
- Appearance
- Demographic
- Lack of early interest
- Lifestyle
- Engagement

Inception Shovel

Questions are powerful tools, and it is important to ask questions in such a way that the client feels in charge of the “hiring” process, all while you gained a position to ask questions in a conversational manner. This process creates trust.

In the movie INCEPTION with Leonardo DiCaprio they would create scenes inside of people’s dreams. They would make people believe certain things through these dreams.

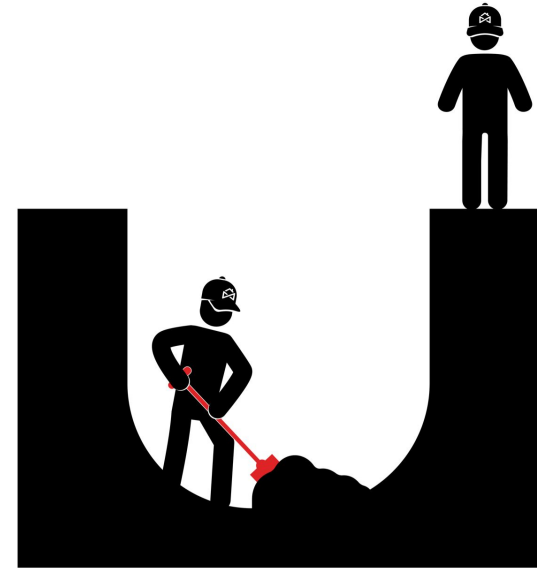
When you ask a question, you want to guide the person’s answer based on how you ask the question. Then let the customer **DIG THEIR OWN HOLE**.

If you are giving all the answers - and **TALKING TALKING TALKING** - the customer just will listen and then thank you for your time. They then will ask for a card, and process things on their own time. Don’t throw up on your customers. **ASK QUESTIONS**.

Use **OPEN ENDED QUESTIONS!**

Example:

“Knowing that you really like the brown one, what other things would you like about it, other than just the color?”



You don’t want to be the one digging... make your customer dig

Embedded Commands

In NLP Embedded Commands are **used rather than giving direct instructions, the NLP Practitioner embeds the directives within a larger sentence structure.**

1. Pay Close Attention...
2. By NOW... (*By now! You're probably starting to see....*)
3. You probably already know...
4. Move quickly... (*I want to encourage us to move quickly so that you can...*)
5. I wouldn't tell you to ____, because...
6. You may ____.
7. Some people...
8. ... said "_____"
9. One might, you know _____.
10. A person may not know if _____.
11. I'm wondering if you'll _____, or not.
12. I could tell you that ... but ...
13. Maybe you haven't ... yet
14. It's easy to _____, is it not?
15. Sooner or later...
16. You may not know if ____.
17. Maybe you'll ____.
18. You don't have to ____.
19. You could ____.
20. You might notice it feels as you
21. Eventually,
22. You can _____, because ...
23. Can you imagine....
24. Can you really enjoy....?
25. How would it feel if you?
26. People can, you know _____.
27. People don't have to , , _____.
28. Try to resist....
29. A person is able to ____.
30. A person might, , _____.
31. You might _____
32. You might consider_____
33. ... once told me, "_____"
34. One could _____, because....
35. You might not have noticed ...
36. A person could, , _____
37. One may, , _____
38. You can _____, can you not?
39. If you ____, then...
40. What happens when you _____?
41. A person may ____, because ...
42. When you ____, then...
43. You are able to _____.
44. Sometimes ...
45. You may or may not _____.
46. I'm wondering if you ...
47. Will you ..., or ..., or ...
48. You might want to _____, ... now
49. One can, , _____
50. One doesn't have to, , _____.
51. Don't _____ too quickly.
52. You don't have to ____.
53. You might notice how good... feels when you...
54. Will you _____ now, or will you _____?
55. You might notice the sensations in ... while you ...

Your Sales Presentation

Map out each of the 5 steps in your sales presentation

Sales Intro	
Product Demo	
PST	
Close	
Wrap Up	

CLOSING

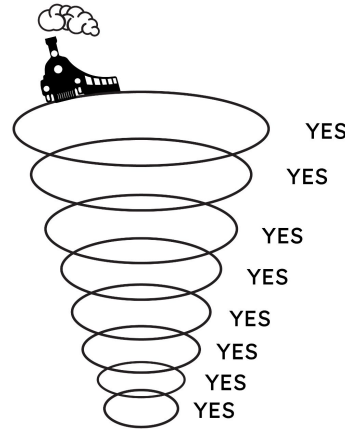
“This is not hard sell - it’s heart sell. Good questions get to the heart of the problem or the need very quickly, and the buyer doesn’t feel like he or she is being pushed.”

- Jeffrey Gitomer

Yes Train

“Closing is anything that gets you closer to a sale.” - Brian Tracy

You should program a series of 20-50 closes throughout your sales process that get you a combination of MICRO-YES'S
These all add up making it easier for your customer to sign and give you money.



Yes Train



ABC's of Closing

A - Assumption Close

Stating things as if they have already happened, or with 100% certainty that they are going to happen.

Example:

“After your install, I’ll follow up and ask for referrals.”

“We are going to schedule a date for service about 7 days from now.”

“Once you have this, you are going to love it so much, you’ll end up telling all your friends about it.”

B - Bandwagon Close

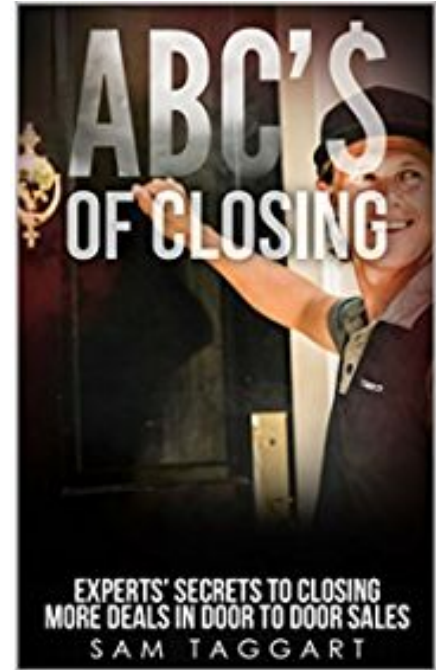
Utilizing outside influences to create a sense that “Everyone is doing it.”

Example:

You guys are just like the Jones’s! They also have 5 kids, and wanted to be able to check in on all the chaos while they are away...”

“Have you seen my trucks at your neighbor’s homes? Like Bill, Steve, John, ect...”

“These (show list) all the people that have already done what I’m doing...”



For more closes in detail - Buy ABC's of Closing TheD2dexperts.com or audible

ABC's of Closing Cont'd...

Give and Take Close

If you allow for the customer to negotiate price, make sure that if you throw in extra product or any discounts you ask for something in return.

Example:

“If you can _____, I will drop your price to_____.”

“In order for me to give another_____, you have to _____.”

Intelligence Close

Utilizing names and stories of influential, highly intelligent people that have bought, in order to bring validity to the sale.

Example:

Customer: “Not sure if this is a good investment.”

Rep: “Most would say that initially. If you know anything about Dr. Mayner, he is super analytical and picked this apart. Researched it for like 2 weeks, and what he found was there wasn't anything even close to the returns...”

Just Do It Close

With confidence, stating, “Just Do It”

Example:

“Most people JUST DO IT because they realize it's a good deal.”

“The price is right, the product is right, and you now know we're a good company, let's JUST DO IT.”

“You're going to get this eventually, so let's JUST DO IT now.”

Tie Downs

These are much like a close, that helps you get the customer to tie themselves down to a belief. People don't want to be wrong, so when you can get them to admit or agree with you, it makes it hard to go backwards on their statements.

Example:

“What do you love most about what you are seeing?”

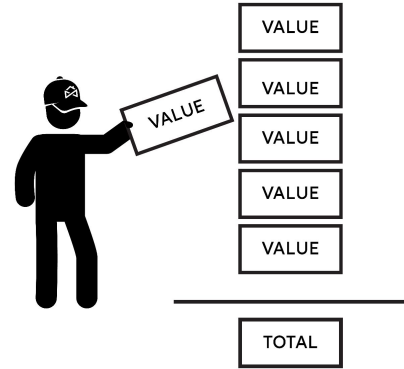
“Would you be getting this because it's a good deal, you like how it feels, or both?”



How do you tie down a giant? With a bunch of little ropes.

Stack Close

- 1) Build Value in each product Feature
- 2) Assign it a Price
- 3) Then show the total if they paid retail
- 4) Show what discount they get and why if they do it now



Stack Close

REFERRALS

“A referral is the highest honor a business can receive from a customer”

10 Step Referral Process

1) Preframe

Appreciate them taking the time to sit with you. Then tell them you have one last thing that would help you out tremendously. Tell them how a big majority of your business comes through referrals and you want to go over how your referral program works.

Example:

“I could really use your help as we go into our competition season, I wanna go over this amazing referral program with you and brainstorm other potential clients we could sit down with.”

2) Give Positive Feedback

Put the customer in a state of appreciation.

Example:

“What did you like most about our conversation?”

“Do you feel I took care of you, and answered all of your questions?”

“What did you like most about the product?”

3) Ask for Help

Thank them for their feedback.

Ask for their help.

“Would you mind helping me out with something super important to me?”

Get a “YES” out of them.

4) Share a goal

Share with them what your goal is.

“I am looking to help 10 more clients just like yourself by the end of the week, and I earn a \$100 bonus...”

“I am neck and neck with the number 1 rep in the company in this tournament, and if I get 10 more customers by Friday I win a trip to Cancun...”

10 Step Referral Process Cont...

5) Ideal Client Profile

Tell them 3-5 characteristics that make up a perfect referral.

The more specific you are, the more referrals the client will think of:

“Homeowners that just moved in.”

“Business owners that have more than 40 employees.”

“People with little kids.”

6) Brainstorm Who Fits

Have them start filling out a referral form that has a bunch of slots for names and numbers.

Give thought joggers:

“Who do you know from the neighborhood?”

“Who do you know from church?”

“People you went to high school with...”

Give verbal rewards when they give names:

“Thank you so much, I am sure they will be a great referral, who else?”

“You are doing great... let's keep rollin.”

7) Intro Stage

When and how are they going to intro you with each referral?

Group text, email, call, etc...

Commit them to doing action with these referrals. You don't want to be someone that just cold calls them.

“I have a simple template you can copy and paste I'm going to send you over, just copy that and start a group chat with Steve and me.”

8) Thank Them

Make them feel good for giving referrals. You understand it is a vulnerable place to open up your rolodex and expose people you know and trust.

Show gratitude and professionalism that you are going to take care of their friends and family.

10 Step Referral Process Cont'd...

9) Follow Up

Make sure to follow up with their referrals within the next few hours. 24 hours max.

By not calling their referrals it is almost disrespectful.

10) Give Feedback

Tell the referrer that you connected with or are in contact with their referrals.

This shows that you are taking it seriously and the customer will be more inclined to give you more referrals.

“I chatted with Mike and he is super pumped to meet with me at 7pm tonight. I’ll let you know how it goes.”

“I just set up Tiffany, and she is super glad you connected me to her. \$100 bucks cash coming your way.”

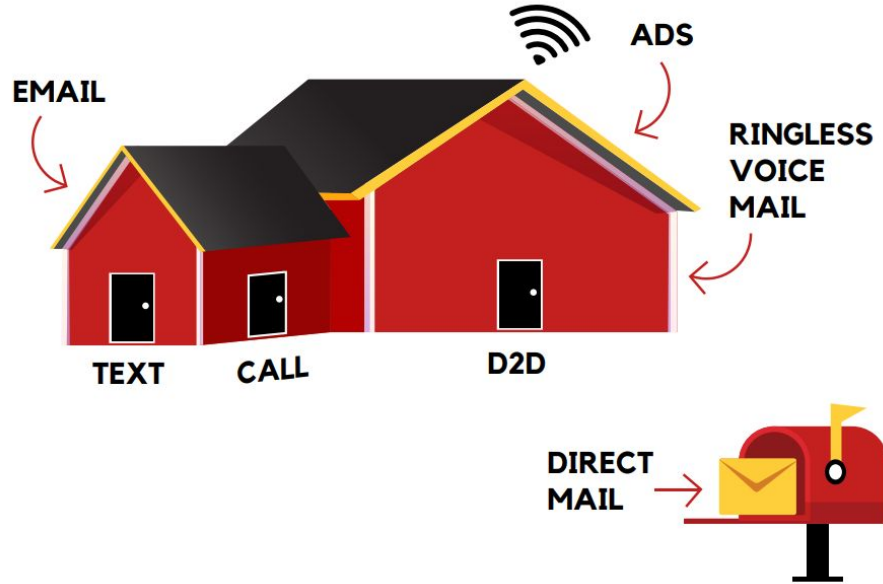
Referral List	
NAME	PHONE
1.	_____
2.	_____
3.	_____
4.	_____
5.	_____
6.	_____
7.	_____
8.	_____
9.	_____
10.	_____

FOLLOW UP

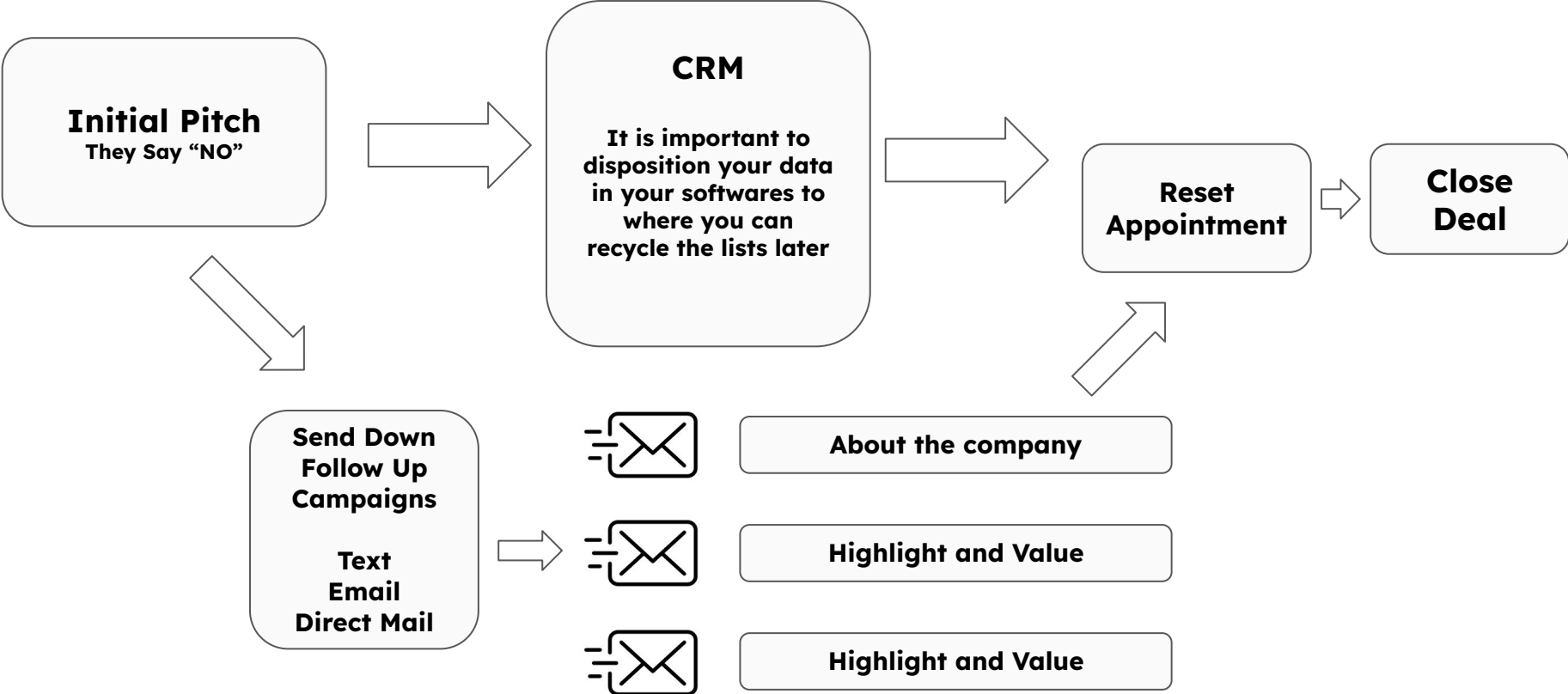
“Money is made in the follow up”

7 Doors to Knock

You have many ways to reach a prospect, and it isn't a bad thing to hit on all their doors. The more strategic you are getting their attention, and the 7 "NO'S" out of the way fast, the faster you can get to the "YES." Don't give up on the first no, recycle your data over and over again, and you never know when the customer is ready for you product or service.



Follow up Sequence - DATA is KING



Email Campaigns - Campaigns

1) Set up Automations

- Map out a follow up email sequence that will go out once every 3-7 days for 4 weeks

2) Give Give Give - Ask

- Create value in your emails - and make sure they are interesting and have captivating subject lines
- Don't just sell sell sell

3) Have a Re-Engagement Process

- When someone is interested, make it simple for them to get back on your calendar, or call you.



Email Funnel Copy Example: “Need to Think About it” (Solar)

Email 1

Subject: Things you Probably Never KNEW....

Body:

Most people never understood where their power came from and what impact it has on the planet

(Images)

By homeowners going over to solar it saves on average 150 trees planted...

Etc...

Click **here** to see some awesome articles on how SOLAR is changing the planet.

If you have any more questions about the solar industry or projects feel free to reach out:

(Contact info)

Email 2

Subject: Who are we???

Body:

Little did you know, ABC solar has been around for 6 years now and operates in 5 states! One of the things we are most known for is our commitment to giving back.

Each year we focus on giving homes with no electricity in impoverished countries

(Image)

Learn more about our impact and company vision!

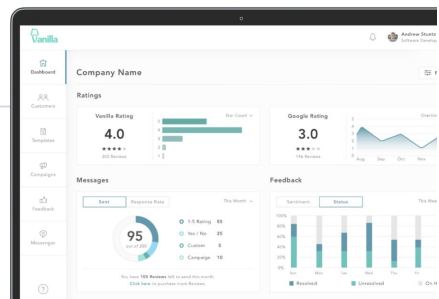
(link)

Look forward to working with you!

(contact info)



Text Campaigns - Campaigns



1) Set up Automations

- Map out a follow up text messages and campaigns

PREVIEW

Hey Jane! Wanted to check in and see if finances have changed at all - and we could revisit the conversation about XYZ?

Include Greeting:

First Message(Optional)

All Initial Message Templates will automatically have "Hey {Recruit Name}," automatically placed before it, so you do not need to add it to your review message. All Initial Messages must end in a yes/no question. For example: "Would you recommend our company to your friends?"

wanted to check in and see if finances have changed at all - and we could revisit the conversation about XYZ?

2) Enter Customer

- Based on dispositions, have a campaign ready to send them down a sequence.

PREVIEW

Awesome - what time this week works for you?

Absolutely. I'd love that.

Yes Message (Optional)

This message needs to include the following:
1. Acknowledge Customer's Answer
2. Ask Customer to Schedule An Review Or Interact With Your Link
3. Tell Customer to Click On The Link
(Vanilla will automatically send the link to leave a review after this text.)

Awesome - what time this week works for you?

PREVIEW

Lets hop on a call and chat if you are open to that.

Maybe...I'd love more information first though.

Maybe Message (Optional)

This message should:
1. See if they are okay receiving a phone call with a yes/no question.
(Any feedback the Customer texts will only be seen internally. It will not externally.)

lets hop on a call and chat if you are open to that.

3) Re-Engagement Process

- When someone is interested, make it simple for them to get back on your calendar or call you.

PREVIEW

Keep me in the loop if anything changes!

No.

No Message (Optional)

This message should:
1. Apologize To The Customer
2. Ask How To Rectify The Situation OR What Went Wrong
(Any feedback the Customer sends back will only be seen internally. It will not be posted anywhere externally.)

Keep me in the loop if anything changes!

Text Follow Up Example - “Not Interested”

Text 1 - Day 1

Thanks for your time, look forward to connecting soon. Let me know if you have any questions!

Text 2 - Day 3

“If you want more info - you should check out this video, it is a pretty cool explanation (link).”

Text 3 - Day 30

“Found this article the other day, thought you might get some value from it, hope all is well..(link).”

Text 4 - Day 60

“Checkin in... wanted to see if any of your needs have changed, and we can revisit the conversation about
-----”

Map Out Your Follow Up Process

Disposition: When customer says_____

Campaign: What emails, text, calls happen to follow up with them?

Disposition 1:

Disposition 2:

Campaign:

Software:

Campaign:

Software:

NOTES

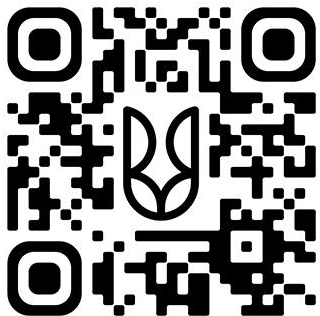
NOTES

NOTES

LEVEL UP YOUR BUSINESS WITH OUR PREFERRED PARTNERS



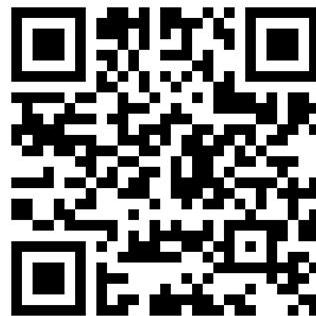
The Only Field Sales Management Platform With nine dynamic applications seamlessly accessible through a single login, our platform is tailor-made for field sales success. Experience cost-effectiveness and a superior API, leaving behind the challenges of fragmented solutions.



Rich Feola from SolarExclusive.com has helped over 3,000 solar and roofing contractors grow their business with online ads. He calls his revolutionary approach the "Doors+Digital" Model where you can hyper target neighborhoods you want your team to knock so you can knock smarter, and not harder, with pre-set appointments that are predispositioned and ready-to-buy solar.



Siro's AI is trained on millions of field sales conversations (and growing daily) to show leadership what's working in the field and where reps are missing opportunities. Siro helps you find the small tweaks that make the difference between good and great. Our AI, surfaces how top performers handle key pieces of your playbook so reps can improve, and on average, reps sell 36% more.



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