

A man in a dark suit and white shirt is reclining at a desk, smiling with his hands behind his head. On the desk in front of him is a white coffee cup on a saucer and a stack of papers. The background is a plain, light-colored wall.

| David Staughton

EXTRA SALES MADE EASY

**TURNING ONE SALE
INTO MANY WITH DIVERSIFICATION**

The Mindset formula for selling extras and add-ons
Offering combos – using questions and words that sell
How to Implement a program and process for making
more add on sales

PPS
Polished Professional
Services
work/life effectiveness

BIG *hat*
Professional Services
www.bighat.com.au

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Table of Contents

1 The Power Within: Secrets Behind Sales Success	4
• The Power of Self-Image	6
• The Power of Enthusiasm	8
• The Power of Attitude	10
 2 Milking the Cow and Building the Fence	 14
 3 What Makes People Buy? The Top Seven Strategies in the Business World	 16
• Asking for the Sale	17
• Suggest Selling	22
• Language That Sells	24
• Reasons and Recommendations	26
• Knowing Your Products	29
• Sales Aids and Props	32
• The Secret Nod and Other Body Language Tricks	32
 David Staughton - Author/Speaker/Consultant	 34
BigHat Professional Services	35
The Complete Series of eBooks and Webinars	36

Chapter 1

The Power Within: Secrets Behind Sales Success

Here's a little-known truth: selling is an inner game. Not only in the sense that it's upheld by the mantra of "what you know and who you know", but in the sense that every action, decision, and process you imitate and do begins from *within you*. If you want success, you have to be prepared for success. You have to have the proper mindset and attitude for success, so that *you* are the one who creates success. Don't wait for success to create you; you may be waiting for a long time, and chances are you won't recognize it when it looks you in the eyes.

"Be the change you wish to see in the world."

—Gandhi

Believe and conceive in order to achieve. That applies to anything in life—including the art of selling. And selling is indeed an art. It isn't about territory, or market, or education, or even professional expertise, although it certainly involves all of those elements. It's about honing your abilities to reach out, create, maintain, and embellish upon relationships, communication and connection. It's about training yourself to the point where you're good enough to make—instead of break—most deals.

If you're suffering under the impression that the market is bad, the competition is too tough, the economy is at a downturn, and clients have suddenly disappeared from the face of the earth as mysteriously as the dinosaurs, I have some good news for you...

Your enthusiasm is more important than the state of the world's economies.

Your passion is more powerful than all the competition in the world.

Your dedication is more significant than the current market situation.

Your attitude is more appealing than the territory you work in.

Your resolve overrides pricing.

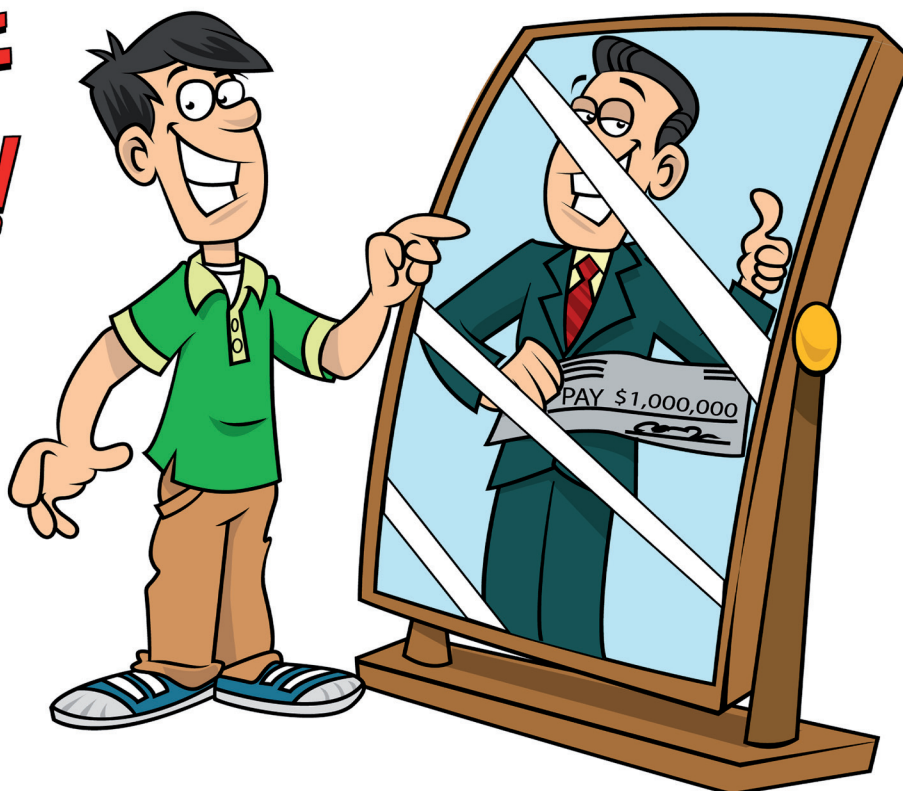
In other words, success in selling depends more on what's going on inside—your inner attitude—than what's happening on the outside, with the world's circumstances. If you believe otherwise, your success will always depend on others and be in the hands of circumstance. Shed this victim mentality! Because there's no one keeping you back except for yourself. And you, equally, have the power to propel yourself extremely high. Only you know your limits, and only you know how to break them.

Only you know your limits and only you know how to break them.

That's why it all begins with you. The first step is to take responsibility for your success, and then to realize what you can work on. Focus on the positive, and smooth out the chinks in the negative. By implementing a handful of tried-and-tested strategies, you'll find yourself achieving at great heights that you always desired, but never could—until now—find the stepping stones with which to reach it...

So let's talk about you!

**VISUALISE
SUCCESS !**



➤ The Power of Self-Image

Ever hear the story of the salesman who always managed to earn \$50,000 commission annually? He was a talented man, and his supervisor noted that he had plenty of potential. So the supervisor moved him over to a better territory. The salesman still earned \$50,000 in commission. The supervisor then transferred him to a notoriously poor territory. To his surprise, the salesman again ended up with his annual \$50,000.

The perplexed manager called the young man to his office, sat him down, and questioned him. It soon became apparent that the salesman saw himself as “a \$50,000-a-year man.” No matter the environment, no matter the pressure, no matter the opportunities, no matter the struggle, this man had unconsciously conformed to this unusual image he had of himself.

Whenever he began to earn more than that \$50,000, he became ill or started procrastinating; when he found himself earning less, he worked tremendously hard and put in extra hours until he met his target. He was at once propelled and restrained by his very own belief—his very own self-image! And his supervisor discovered the most simple, critical thing: if this young man ever wanted to earn more, the first thing he had to do was see himself differently... for example, as “a \$100,000-a-year man.”

This anecdote—a leaf out of the groundbreaking book *Psycho Cybernetics* by Maxwell Maltz—goes to show that **nothing can hold you back (or push you forward) as much as you yourself can**. Thus, in order to improve your sales, it is imperative to improve your own self-image. There's no shortcut around it.

“Success is a state of mind. If you want success, start thinking of yourself as a success.”

–Joyce Brothers

Since your self-image determines your performance, how can you raise it up a notch? Well, you can change it in the same way that you created it in the first place!

Your self-image is the sum of your beliefs, attitudes, and thoughts. These things are repeated and practiced until it becomes deeply engrained beliefs, convictions, and an integral part of your character. Just like computer software, these are programmed; the only way to change them is to reprogram them! You need continual updates in order to stay up-to-par and to cleanse out the toxic thoughts and habits from time to time.

Reprogram yourself, then. Just as you may have developed a negative self-image and given free rein to that nasty little voice inside your head that keeps telling you what you're not capable of, what you're not good enough for, and what you won't ever be able to do, shut it up and replace it with a much more kind, rational, and realistic voice.

"When patterns are broken, new worlds emerge."

—Tuli Kupferberg

Every time you catch yourself thinking negatively—stop. Take a deep breath. And talk to yourself as you would to a good friend. Encourage yourself daily with positive affirmations. Empower yourself with new beliefs, repeat your goals, and envision your success.

- **I am a world-class salesperson, and I love closing sales.**
- **I am an expert at what I do, and all my prospects trust me.**
- **I radiate confidence and assurance. I was born to win!**
- **I am a professional and I am damn good at what I do.**
- **I am an incredible marketer and my sales are increasing every day.**
- **I am learning something invaluable with every single connection.**
- **I choose to earn \$100,000 per year. I am a \$100,000-a-year kind of guy/lady!**

See yourself as a mover and shaker, a world-class salesperson, a person who is growing and radiating ever more confidence and enthusiasm. Convince yourself first, and only then you'll have the ability to convince others! You have to be able to sell to yourself before you can sell to others, just as you must first love and respect yourself before you can properly convey and share all that love and respect to the people around you.

"Your most important sale is to sell yourself to yourself."

—Unknown

Not all days are equal, and you won't always be able to give yourself the best pep talk in the world, but don't give up! It takes practice! Remember, the more power you put into your affirmations, the greater the results that you will get out of them. There's never been a better time to update your self-image.

► The Power of Enthusiasm

Along with high self-esteem and self-confidence—built brick by brick every day, until you’ve created a powerful foundation and a sturdy sense of self-worth—you need enthusiasm. Imagine enthusiasm as yourself, balancing safely on top of your strong foundation, and waving a colorful flag to attract attention. No matter how beautiful or enticing your flag, no one will come at its beck and call if the flag is furled up and hidden away. Your enthusiasm is the energy you put into proudly and joyfully waving that beautiful flag and calling to the masses!

“Success isn’t a result of spontaneous combustion. You must set yourself on fire.”

—Arnold H. Glasow

If you’re not getting the results you desire, be sure that the cause lies in your self-image, belief system, and level of enthusiasm. Look at the results you are getting. Your self-image may be subconscious, but results are tangible and vivid. What you see is what you’ve gotten, and you determine if you’re happy with it or not.

You have the power to take complete control of these results and move in the direction of your own choosing. But walk along that path passionately!

USE WINNING SELF TALK !



Think about the last time you decided to buy something. You were probably excited about it, in an enthusiastic state of mind, and happy to open your wallet. Not because you needed that something (even if you did need it), but because you'd decided that you really wanted it. In order to sell something to someone, you have to fill that person with enthusiasm. How do you do that? By transferring your own enthusiasm! It's like a cold or like a giggle fit—enthusiasm is contagious!

“For every sale you miss because you're too enthusiastic, you will miss a hundred because you're not enthusiastic enough.”

–Zig Ziglar

Selling is simply a transfer of enthusiasm—of emotion—from the salesperson to the customer. If you're not excited about it, how do you ever expect your customer to be? Effective selling is about creating emotions in your customer first. You want to brew up a powerful concoction of trust, enthusiasm, and passion. You want this to be genuine; emotions can't be hidden, and they are perceived both consciously and subconsciously.

That said, it's important to **channel this enthusiasm wisely**. We've all met that guy at the party or that new lady in the office who can't stop talking about him or herself—his or her job, his or her career, his or her achievements, his or her clothes, his or her family, his or her life, his or her problems... And meanwhile your head is buzzing with a silent scream: *Make him stop! Or get me out of here!* Sound familiar? That's why it's so critical that your enthusiasm is chiefly directed the right way—away from you!

Here's an easy trick to combat that: imagine a spotlight of attention. Every time you talk about yourself, the spotlight is on you. Every time you ask what your customer wants, and he or she responds, the spotlight is on him or her. As long as you listen to his or her needs and concerns, the spotlight remains focused on him or her. And the more your client is illuminated in this way, the greater your chances of sales and success.

***Attract with enthusiasm and energy!
Repel with doubt and negativity...***

So that's a fairly straightforward and very effective step. If you're looking to increase your sales, simply get excited! Be enthusiastic and positive about what you do, and watch these emotions get transferred, and watch those sales skyrocket!

“I come to the realisation that enthusiasm is the ultimate secret weapon of all the great salespeople in this business.”

–Jeffrey F. Knott

➤ The Power of Attitude

Realize that you are in control of your thoughts and actions. Everything around you may impact you, but only to the extent that you allow. Your perception is what colors your world.

And guess what? Great salespeople have a winning mindset.

What's your attitude about your company, your product, your competition, yourself? Your answers to these questions determine your sales success, because your attitude speaks louder than anything else you could say. Your prospects sense your attitude from the second you connect with them, and everything is based on that.

Here's the attitude you want to cultivate: ***Why would the prospect even consider doing business with someone else?*** Because, yes, you'll be just that incredible. If you don't believe in yourself and your product, why should anyone else? Exude confidence in all you do and all you say.

"Sales are contingent upon the attitude of the salesman—not the attitude of the prospect."

—W. Clement Stone

Before you attempt to even make a call, knock on a door, or make a presentation, take the time to stand in front of a mirror and rehearse what you're going to say. **Sell yourself on the product**—because you won't be able to effectively sell any other way. You yourself have to be 100% convinced first; if you are not sold, you won't be able to sell. Studies in psychology have proven that 60-80% of all our communication is unconscious. Meaning, people are hearing what you are not saying much more clearly than what you are actually saying. In the words of Emerson, *"Who are you shouts at me so loudly, I cannot hear a word you are saying"*.

So have faith, because your faith—or lack thereof—is what will be shouted at people. Your sales pitch will fall on deaf ears, otherwise.

Secondly, stop selling and start serving. You have to view yourself as being in the business of helping people. Every time you make a sale, you have just successfully helped someone! You have just provided them with a solution. You have inserted a bit more value into their day. And if that's not the truth, then you have no business selling anything to anyone.

YOUR "SALES ENERGY" MINDSET



"A sale is not something you pursue; it's what happens to you while you are immersed in serving your customer."

—Unknown

Your first priority, then, as a salesperson, should be to help people. To do so, you must first become your client's friend. A prospect will not do business with you until he or she is convinced that you have his or her best interests at heart. He or she doesn't want to be sold—he or she wants advice and guidance and help from a friend. If you're not seriously concerned about his or her wellbeing, he or she will pick up on it. No technique, no polished sales pitch, and no million-dollar suit is going to get you out of that one. If someone is only selling for him or herself and is only concerned with making cold cash, it shows.

Get yourself out of the way and shift your focus onto the customer. Think, *How can I learn about the needs of my clients and how can I better meet those needs?* Effective

selling isn't about whether you succeed or fail in making a sale. It's whether you succeed or not in meeting the needs of your customers. If you take on that attitude, your prospects will learn to trust you. And once they do, they'll buy from you again and again and again.

"Pretend that every single person you meet has a sign around his or her neck that says, make me feel important. Not only will you succeed in sales, you will succeed in life."

—Mary Kay Ash

And finally, be optimistic. Here are three incredible ingredients to the recipe of optimism:

■ Create a victory list

What you focus on expands. Where the attention goes, the money flows. It's vital that you focus on what is working, because that's what you'll get more of. That's why it's so vital to celebrate your successes.

Take a moment to ask yourself:

- *What's working for me?*
- *What am I looking forward to?*
- *What accomplishments am I proud of?*
- *What am I grateful for?*
- *What is going well?*

Keep a list of the good things you've succeed at every day. Keep a gratitude journal and a success journal, and add to it often, no matter how small the feat. Great journeys begin with small steps. Having such a list is a very powerful tool and visual that will aid you in times when things aren't going so well, or when your levels of confidence or self-esteem are threatening to plummet. Reading your success list will have an energising effect, and it'll be much easier to keep up the good work!

Where the attention goes, the money flows.

■ Remember that setbacks are temporary

Things happen. Bad meetings, unhappy clients, lost sales, missed deadlines, dissatisfied employers... the list goes on and on. These events usually trigger bad feelings and negative emotions, and that's natural. Rather than

letting them overwhelm you, however, see each failure as a lesson. You have the opportunity to see what went wrong in any given situation and judge how you could improve it next time. Every realised mistake is a gift of constructive criticism.

You're a winner. And winners remind themselves that adversity is always temporary, and never permanent. Positive salespeople pick themselves up and use obstacles as stepping stones.

"In every adversity is the seed of an equivalent or equal benefit. Train yourself to see only opportunities in every problem that you face. Each time you encounter a problem, identify it and thank the universe for creating a new stepping stone for you. Know that once you overcome that problem, you will be yet another step closer to your success."

—Napoleon Hill

■ Surround yourself with winners

Jim Rohn cautions that: *"You are the average of the five people you spend the most time with"*. So who surrounds you? Or, more accurately, who do you choose to surround yourself with?

The people around you either lift you up or drag you down. Complainers are crap magnets. You've noticed this before; spending time around negative friends and family members is so exhausting! It drags down your own mood and leaves you depressed or at least upset. Optimists, on the other hand, lift you to higher levels. Their look-on-the-bright-side can-do attitude is deliciously contagious. You feel more positive and inspired just by interacting with them.

"Day by day, what you do is who you become."

—Heraclitus

So decide. Decide you'll deliberately avoid negative and gossip-spreading people. Decide you won't be infected by negativity. It's not just the flu you have to worry about this season—this kind of contamination is just as catching and just as debilitating!

Chapter 2

Milking the Cow and Building the Fence

Having a business is much like running a dairy. Let me explain.

Imagine you went out and bought a cow. You milked it once. Then you left the gate open; of course, the cow just wandered off. You're left with a pail of milk that's quickly consumed, and no cow. So you go off again and buy another cow. Then you fall into the same pattern: you milk it once, you leave the gate open, the cow disappears, and you rush to buy another one. Eventually you kind of work out that, *Gee, I've got the world's most expensive milk right here*. Sounds insane, right?

Unfortunately, though, that's how a lot of people run their business. They spend all their time trying to find new cows. Their time and energy and money are spent on replacing cows. In other words, they fail at customer retention, and they need to go out and find customers constantly, because they can only just get the one sale from each person.

Dare to be better. Milk your "cash cows" and keep them on your turf. Don't let them wander off; build a fence. Don't let them starve; take care of them, attend to their needs, feed them well, show them love. The more you care for them, the more milk they'll be able (and willing) to give you in return.

Moral of the story, here, encompasses two things: first, take care of the cow you have so that it remains with you; and, secondly, invest in a sturdy fence. In the business world, the cow symbolises your clientele, but the fence is a metaphor for your alliances.

**"It's not your customer's job to remember you.
It's your obligation and responsibility to make
sure they don't have the chance to forget you."**

–Patricia Fripp

Invest in your existing clients, and build a solid client base. Remember that **80% of business is repeat business, and it's ten times easier to get a sale from an existing customer than from a new one!** Encourage returning clients, and keep in touch with them regularly. Some really simple ways to make more money from the existing client base is by upselling, selling extras, cross-selling on other products and services, seeking referrals, and checking back faithfully in case of repeat selling. Be friendly, make sure they know all that you're offering, and deliver what you promise to build trust. If you're so awesome, why would they even consider running away to somebody else?

The "alliance fence" is equally critical. These alliances are a selective and trusted few whom you know you can count on. This fence is what keeps the cows at home and ensures that they don't go wandering off to nibble on the competitor's grass. In the cut-throat world of business, it's essential to have good people on your side. These are the people to whom you can refer your clients to, knowing that your clients won't be stolen or taken somewhere else. These are the people who have a very strong moral ethic and have good reason to stand by you.

"Without local guides, your enemy employs the land as a weapon against you."

—Sun Tzu, *The Art of War*

Today, everybody's starting to eat everybody else's lunches—in the sense that, people are diversifying and dabbling into all sorts of skills and professions. There are so many opportunities to meet and network with folks who somehow parallel what you do and what you have to offer. With a fence of trusted alliances, you build a wall around your client base, fencing them in while ensuring that you're servicing their full needs.

Chapter 3

What Makes People Buy? The Top Seven Strategies in the Business World

In a world full of choices, one question really stands out: *Why should people buy from you?*

With a positive mentality, of course you snap that around with: *Why not?* But just for a moment, let's look at the underlying factors here, the ones that build you up to the level and the confidence of reversing the question—*why shouldn't people buy from me?*—and landing those sales.

Here are the **three Golden Rules of Selling**:

1. *Successful salespeople sell solutions, not products or services.*
2. *Successful salespeople ask questions, instead of making statements.*
3. *Successful salespeople listen much more than they talk.*

"The wise man puts himself last and finds himself first."

—Lao Tsu

➤ Asking for the Sale

Check out these two examples for a moment:

- ***We have been in this business for over 10 years now, and we are the undisputed market leader in XYZ! We have just released our latest innovation that I'm sure you'll be very interested in...***
- ***David, when I speak to high-level executives like yourself, most often they tell me that although business is excellent, they have concerns about XYZ. Is this a problem for you?***

See the difference? The first salesperson is an entirely me-me-ME frame of mind. The second salesperson is customer-oriented, grounds his or her listener, and asks for immediate feedback. He or she asks questions and listens carefully and attentively; once he or she's gathered the necessary information concerning his or her client's needs and problem and goals, he or she will repeat it back to clarify and show he or she's involved. His or her aim is very intelligent—he or she wants the other person to say, *Yes, that's a problem for me as well!*

"The sale begins when the customer says yes."

—Harvey MacKay

Listen effectively by:

- **Pausing to listen**
- **Commending and praising**
- **Paraphrasing and repeating**

Once the problem has been established and defined, all that's left to do is be the hero and offer the solution. Easy, because you have the solution! But getting to that point isn't so simple.

- *The more chances you give your customers to open up and talk, the more you can learn about their needs and concerns.*
- *People love talking about themselves; they'll love you for encouraging that.*
- *We find that conversationalists who do a lot more listening are our favorite kinds of "conversationalists."*

- *Listening provides you with the valuable information you need to better present your product as the solution to the clients' problems. It helps you figure out what benefits you should pitch about and which elements to avoid.*
- *Listening to people implies that you care about them—at least enough to give them your valuable time and attention.*
- *Your clients will feel that you are offering personalized help; instead of being "sold to", they'll feel guided and helped.*
- *Attentive and active listening cultivates empathy, support, and rapport.*
- *Open-ended questions encourage more thorough answers and more information.*

Selling = 80% listening + 20% speaking

If you don't ask, the answer is always no. By asking, you have a chance of morphing that no into a yes. The chances of you succeeding getting that yes are counted upon

The Add-On Sale Scale:

<u>Points</u>	<u>Action</u>
0	Never asking
1	Not asking, but using a sign or display instead
2	Asking badly
3	Asking, with a question softener
4	Persuading
5	Persuading with a reason
6	Recommending
7	Recommending and endorsing
8	Influencing with a success story

(Add 1 point if you use the Secret Nod... more on this later!)

When you don't ask, the answer is always no!

Chapter 3

What Makes People Buy? The Top Seven Strategies in the Business World

There are many types of questions to ask, and many different times and ways to ask each type of question. Practice these. Familiarise yourself with them to the point that you can say them in your sleep, underwater, with a mouthful of marbles—and when you're under pressure. There are some really sharp million-dollar questions that can propel your sales: *What else can we do together? Who else do you know? Do you happen to have your credit card with you? Look, just before I answer that, do you mind if I ask...* and so many more.

Here's a basic list to help you get started.

Different types to ask:

■ Open-ended questions:

- What's the biggest challenge you're currently facing in your industry?
- What is it that you'd like to see accomplished?
- With whom have you had difficulties in the past?
- Can you help me understand that a little better?

■ Probing questions:

- Can you tell me more about it?
- Could you be more specific?
- How long have you had this concern?
- What have you done to address it?
- How did that work out?

■ Emotional questions:

- If you had to guess, what do you think this problem is costing your company?
- What will happen if this problem continues?
- What impact does this problem have on your staff?
- How important is this to you personally?
- What will happen if you don't find a solution to this problem?
- Why is it so important?

Chapter 3

What Makes People Buy? The Top Seven Strategies in the Business World

Different times to ask:

■ Opening questions:

- Is there anything you specifically want me to bring along [to the meeting]?
- There are three things people usually want to talk to me about—A, B, and C—which one of these are of interest to you?
- Would you mind if I asked how you found out about us? What did he or she say about us? Why did he recommend us? What did he think we could do for you?

■ Add-on questions:

- Have you seen our...?
- We have just introduced...
- Our most popular is... have you tried it?
- Let me explain a few things you can combine with that... what do you think?
- Could I interest you in a...?
- How about a...?
- For a few extra dollars we can add... what do you think about this?
- You'll need insurance with that! Shall I get an instant quote for you?

■ Objection-busting questions:

- Is there anything else we need to cover before we proceed?
- What else should I know that I don't?
- What else should I know that will make a difference?
- Is there anything stopping you from going ahead today?
- I know exactly what went through your head—everyone thinks that!
- Do you happen to have your credit card with you?

■ Retries/referral questions:

- May I ask you about... offer?
- What else can we do together?
- Who else do you know?

■ Closing questions:

- How does that look to you?
- How does that sound to you?
- How do you feel about that?
- So what do you think about that?

AVOID THESE SALES KILLERS!

HOW TO FINISH A SALE BADLY...

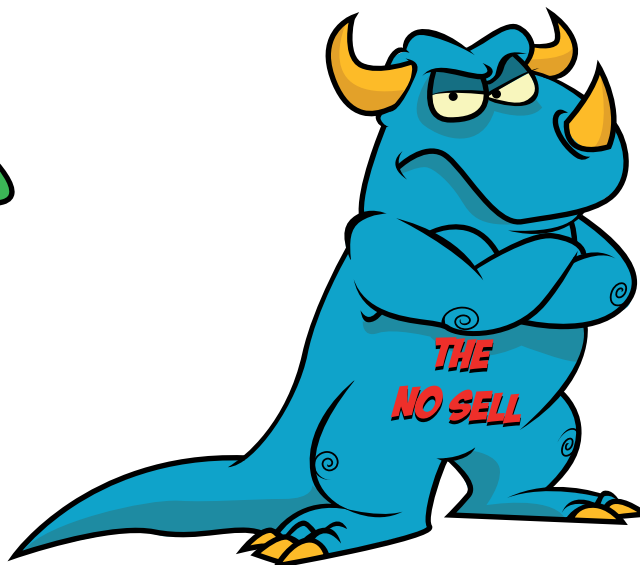
AVOID



- * ANYTHING **ELSE** ?
- * WOULD YOU LIKE ANYTHING **ELSE** ?
- * IS THAT **IT** ?
- * IS THAT **ALL** ?

HOW TO KILL A SALE...

AVOID



- * YOU DON'T WANT A **DO YOU** ?
- * THAT'LL BE **X** !
- * THAT'S **X** !
- * THAT'S **ALL** ?

How to kill a sale:

■ The bad end:

- Anything else?
- Would you like anything else?
- Is that all?
- Is that it?

■ The no sell:

- You don't want a... do you?
- That'll be X dollars.
- That's all?

Chapter 3

What Makes People Buy? The Top Seven Strategies in the Business World

And finally... my favorite million-dollar questions. When somebody asks a question that is really tough—usually about price or availability—counter them gently with a takeover question like this:

- ***Look, just before I answer that, do you mind if I ask...?***
- ***Okay, just before we get to that, can you get me to line this up...?***
- ***And just before I answer that, do you mind if I ask you a few quick questions?***

“The limits of my language means the limits of my world.”

—Ludwig Wittgenstein

So it's not just about being nice and wonderful and friendly and presentable. Those things are what get you through the door, but what does it take to keep the door open? You have to push your clients a little bit and teach them new ideas. You have to nudge them out of their comfort zone and try something they haven't done before (like buy from you!). You have to focus on relationship, but also on getting your point across and your sale closed.

In other words, you have to take charge.

You take charge in order to tailor your message to your individual client and to find out what he or she wants. The number one way to do so is taking charge of the conversation and asking really, really good questions. Make a set of opener questions. Have questions for selling. List a fabulous bunch of closing questions. Have objection-busting questions for when you're getting a response of "well, look, I don't really think so." Objection-busting questions are your ice-pick to break the ice of dead-end answers.

► Techniques of Suggest Selling

The universally-known and oft-quoted term of McDonalds is: "Would you like fries with that?" This question gets a "yes" out of 37% of people. So consider that to be one in three people who are buying from you at a mere question of *Would you like fries with that?*

That's a lot of potential in such a small phrase! Imagine spicing up the language or the presentation...

“One in three will buy something extra from me; one in four will buy some more...”

–Dave Staughton

So “suggest selling” is your ability to sell more quality or more quantity—slightly better products, slightly higher-margin services, slightly bigger amounts. Always offer the best option first; if that doesn’t work, offer a choice of something else.

Different ways to suggest:

■ Simply suggest:

- By the way, have you considered...?
- May I ask you about...?
- You may also want to add...
- How about you try...?
- This goes really well with...

■ Offer/alternate:

- Would you like X or Y?

■ Recommend:

- I think you should also get...
- Most of our customers also...
- I personally would highly recommend...

■ Consult:

- I have tried this myself, and I think you should...
- From experience I can tell you...
- The best deal you can get would be...

■ Question:

- Have you thought about...?
- Have you ever tried...?
- Do you know about...?

■ Make a deal:

- If we include X with that...
- We can do a deal with...
- You will get a better price if you...

Chapter 3

What Makes People Buy? The Top Seven Strategies in the Business World

■ Comfort:

- Most people take...
- Everyone uses...
- Our most popular choice is...

■ Endorse:

- It's really popular!
- It's the best one!
- My clients love this!
- I use them myself!
- They have a very solid reputation throughout the industry!
- Look, I had a client who tried exactly that, and this was the result...
- We had a client who did this, and this was the positive outcome...

■ Embed a command:

- So you'd like to do that now?
- So you're thinking of buying today?
- So you'll take the insurance?

"Timid salesmen have skinny kids."

—Zig Ziglar

➤ Language that Sells

Years ago, a friend of mine—Robin Durbany, a fantastic seller from National Mutual—told me about the technique called Green Words and Red Words. Basically, this classifies language into "fear-creating" words (the red ones) and "non-fear creating" words (the green). Here's a quick contrast between the two categories:

- **Saturated in Red/Fear:** *I'll just get you to come on around to my place. We'll make an **appointment** here. I'm going to **stitch you up** with a contract, and what I'd like you to do is **sign** here so that I can get you the **price**. And **unfortunately**, there's going to be a **bucket-load of fees**, but **you really got to commit** now, **because it's important** that you buy it.*
- **Rejuvenated with Green/Calm:** *I'll just **drop** in for a **coffee** and a **chat**, would that be **all right**? **Yes**, I can get a **deal**, and here's the contract. Let's get a **proposal** and do some paperwork. Let's have an **agreement**, and I can get an order happening **for you**. This is the **value**, and this is something I've **created for you** that's a tailored loan. It's **exclusive** and **customized**. Could you put your **autograph** on here? So this is the **investment**.*

Other excellent terms:

- Words used often by the buyer (buyer's favorite keywords).
- Emotional descriptors (*added bonus, better, more flexible, much more variable alternative, thoroughly researched, trusted suppliers, clinically proven, comprehensive situation*).
- Question softeners (*Would it be all right...? May I? Is that okay?*).

"Language exerts a hidden power, like a moon on the tides."

—Rita Mae Brown

Because language is so indisputably powerful, you need to know how to make the best of it! You can make a lot more sales by using:

The Diagnostic Sales Process

- **WHY we need to use it** – Purpose
- **WHAT to say** – Checklist
- **HOW to say it** – Great questions
- **WHEN to say it** – Good timing

How would you react if your doctor provided you with a prescription without even having taken a moment to check your symptoms first? That's exactly how most people feel about salespeople. Often sales reps are trying to sell things—at all costs—without having even listened to the needs and concerns of their prospects!

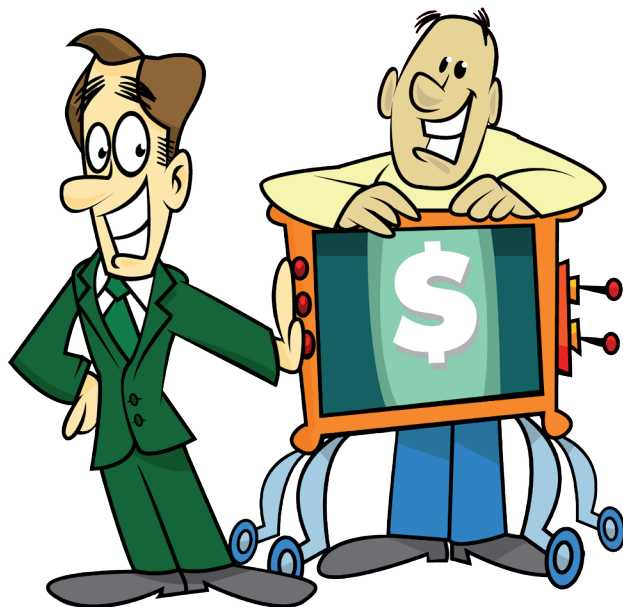
That's where the Diagnostic Sales Process steps in. What makes it so effective is that you take the time to listen to your client's needs and problems and desires, and you tailor your product around that. You provide a solution only once you've clearly understood what your customer is looking for. Given a solution that's so perfect, it's much harder for the prospect to resist you!

"In dealing with people, let us remember we are not dealing with creatures of logic. We are dealing with creatures of emotion, creatures bustling with prejudices and motivated by pride and vanity."

—Dale Carnegie

USE A **DIAGNOSTIC** PROCESS

YOU CAN MAKE LOTS MORE SALES BY USING ANY **DIAGNOSTIC PROCESS**



WHY WE NEED TO USE IT -PURPOSE

WHAT TO SAY- A CHECKLIST

HOW TO SAY IT- GREAT QUESTIONS

WHEN TO SAY IT-THE RIGHT ORDER

ASK MORE! SELL MORE! MAKE MORE!

The distinction is that people hate being sold things, but love being provided with solutions. Simply listen to the customers and remove the pressure and negativity of "being sold to." Tailor your solution, and make it easier for them to agree and buy.

► **Reasons and Recommendations**

We humans are a curious, delightful mix of emotion and reason. We're often emotionally drawn to a choice... and then we convince ourselves that it's a good idea!

"Let us not forget that the little emotions are the great captains of our lives and we obey them without realizing it."

—Vincent Van Gogh

Chapter 3

What Makes People Buy? The Top Seven Strategies in the Business World

That's why offering reasons and recommendations is one of the most influential pieces of input that you can offer to a prospect or client. Instead of answering with a dry, *Look, they're all right. That one's okay. I've heard good things about this one. But I don't know much about that one...* try a much more confident and suave approach: *Look, this one's really popular. It's the best one; my clients love this one. It's my favorite too, and I use it all the time. These guys have a really solid reputation.*

People buy on emotion and justify with logic. It's true! People buy based on emotional reasons—not logical reasons. It's a two-step process: you only need one emotional reason to buy something, and once you've made up your mind you have to *justify* buying it. Even if you're buying a chocolate bar because, you have a craving, that's still a justification—I'm *craving it, I ran a mile this morning, I haven't had sweets in ages, I had a long day at work, I always wondered what this new flavor was like, it's been put on discount, my boss was mean to me...*

Conversely, the objections you'll face from your prospects always revolve around: *Why should I buy this? Why not buy something else? Why not from someone else?* That's the question—even if only implicit—and they're looking to you for justification. How well you justify the purchase will make or break the sale.

The only way you can appease those questions is by providing strong, confident, and reasonable answers; an emotional lure and a logical justification. This is done by knowing your products and services—as we'll discuss in a moment—but also by convincing your prospects that their hope of gain outweighs their fear of loss.

No ▶ Yes when you turn Fear of Loss ▶ Hope of Gain.

- **Harvard Business School professor Gerald Zaltman states that 95% of our purchasing decisions happen subconsciously! (That also explains why it's so hard to kick bad habits.)**
- **Most entrepreneurs make the mistake of trying to appeal to the 5% of the conscious reasoning mind of their customers.**

"Don't sell life insurance. Sell what life insurance can do."

—Ben Feldman

Chapter 3

What Makes People Buy? The Top Seven Strategies in the Business World

Don't apply to logic. Apply to emotion. Sell in terms of what your customers want, and not in terms of what you are selling! People buy things, because of how these things make them feel...

- **People don't buy shoes. They buy style and class.**
- **People don't buy cars. They buy freedom, status, and respect.**
- **People don't buy RAM. They buy convenience, practicality, and space.**

That's why *Walk into a room and make an impression* is so much more appealing than *These shoes are of good quality and the company has been in the business for a decade*. Features (price, functions, capabilities, storage, speed, size) are a logical calculation; people don't buy features. Benefits are emotional; people buy benefits. Customers crave personalised meaning in your products and services. So it's not the product features that sell people; it's their perceived experience with your product.

So how can you use this to sell more?

Investigate what your prospects really want. Time? Comfort? Wealth? Status? Popularity? Security? Self-confidence? Sex appeal? Social Advancement? Uniqueness? Efficiency? It's your job to show your prospects how they'll feel as a result of purchasing from you! The more you associate your product with those positive and desired feelings, the more successful you'll be at selling it!

- *Wouldn't it make your life easier if...*
- *Imagine what it would be like if...*
- *Does it frustrate you when...*
- *Doesn't it make you angry...*
- *What would it mean to you to be able to...*

***Features are a logical calculation; people don't buy features.
Benefits are emotional; people buy benefits.***

➤ Knowing Your Products

In order to sell something—anything—you have to be familiar with it. You have to be an expert. You have to have a comeback for every difficult question that will be hurled your way (and if you don't, you have to know the techniques to buy yourself time until you uncover the answer). To effectively sell it, you have to be sold on it; you have to believe in it before you can transmit this belief and enthusiasm to others.

The best way to become an authority on your product is to start asking those tough questions that most people ignore. Find a satisfying answer for each of them...

- *What is the number one differentiating factor between my product and that of my main competitors? And how is this going to benefit my clients?*
- *What are the top five benefits of my products and how do they help my customers?*
- *What are three success stories that illustrate the benefits?*
- *What practical benefits are offered?*
- *What emotional needs or desires can my product meet and satisfy?*
- *Who are my customers? Who is buying from me right now?*
- *What is my unique selling point?*
- *Why should people buy from me?*

It's your job to inform the customers and help them see the benefits of buying from you. Identify those benefits, and build around them. That's exactly what your customers are interested in. Product knowledge is, first and foremost, about the benefits.

"No matter what your product is, you are ultimately in the education business. Your customers need to be constantly educated about the many advantages of doing business with you, trained to use your products more effectively, and taught how to make never-ending improvement in their lives."

—Robert G. Allen

Chapter 3

What Makes People Buy? The Top Seven Strategies in the Business World

How product knowledge benefits you:

- *It boosts your enthusiasm. And that, as you know, is one of the best ways to increase your sales. The more you know your product, the more enthusiastic you'll be about it. And there's nothing more encouraging than knowing that your work makes a difference in other people's lives. Take a good look at all the lives your product has changed, how it has improved society by any small or large degree, and how much potential it has!*
- *It increases your confidence. Being well-prepared gives you a whole different attitude and aura. Solid knowledge promotes unshakable confidence, and—like enthusiasm—confidence is catching and attractive.*
- *It helps you overcome obstacles. You'll be hearing plenty of objections from plenty of customers—But what if...? Can you tell me what...? But how can I...? I don't think I can...?—and you have to have the information at hand to counter those objections and move along to close the sale.*

Here are just a handful of examples from the loan, insurance, and property industry. Note the undertones of add-ons, alliance fences, emotional reasoning, and sound product knowledge that accompany each example...

■ Reasons to sell more insurance:

- Australia is one of the most under-insured countries in the developed world;
- 1 million working parents will suffer from a serious accident, illness, or death (that's 1 in 5 people!);
- Only 22% of Australians actually have life insurance;
- The average life cover is \$211k, which is less than a third of what is required; and
- Up to 81% of homeowners are under-insured in Australia.

■ Reasons to buy insurance:

- Cover personal risks (i.e. use a sad story that could have been a success story if only they had bought insurance);
- Protect your family/spouse/children/life;
- Protect your assets and contents;
- Eliminate risks during conveyance and construction;
- Eliminate risks during transactions; and
- Eliminate risks from tenant damage.

Chapter 3

What Makes People Buy? The Top Seven Strategies in the Business World

■ Reasons to choose Allianz Insurance:

- Certificate of insurance available immediately;
- 90 day FREE building insurance during settlement;
- Flexible payment options; and
- Get a quick quote without delay!

■ Reasons to use VOW legal:

- Experience with over 500,000 property transactions;
- An online service, accessible anywhere;
- Access to event notifications and tracking; and
- Help provided for family trust deeds and other legal services.

■ Reasons to get a SMSF:

- For better fund investments, tax strategies, and estate planning;
- Control your own investments, including direct investment in property, shares, overseas assets, and alternative assets;
- Take care of the whole family with one fund;
- Invest in a property through a SMSF;
- Minimize cost and tax in retirement; and
- Easier and less expensive to operate.

■ Reasons to use VOW leasing:

- Accredited with most major lenders to get you the best deal;
- Quick and painless instant quotes are available;
- High volume of brokers to get you a better deal;
- Great for difficult applicants (knock backs);
- Deals with all types of finances (equipment, vehicles); and
- Features competitive rates.

■ Reasons to buy an investment property:

- Diversify your assets beyond shares;
- Invest in property outside your local area;
- Access faster asset growth areas;
- Create a passive stream income; and
- Because most Australians like property investing.

■ Reasons to buy a Blue Wealth property:

- Education focus: know where and what to buy;
- Strong established reputation: picking the winners;
- Pre-market access and special opportunities from property developers; and
- Use a strong research model based on 10 factors (including future supply and demand).

➤ Sales Aids and Props

Don't underestimate the power of props and visual sales aids. People like sensory details; take advantage of this! The options are limitless, but here are few basic ideas that you could easily begin with and build upon:

- **Countertop displays in your office;**
- **Displays with special offer deals;**
- **Video testimonials or case studies with examples;**
- **A3 banners with a catchy title—Have you thought about a self-managed super fund? or We tailor to what you need; let's talk about insurance!**
- **Brochures; and**
- **Your email signature—you've got so much lovely blank space that will be seen by so many eyes! Make offers, use a testimonial, or pinpoint a big benefit at the bottom of each email.**

➤ The Secret Nod, and Other Body Language Tricks

Remember our McDonalds example? *Would you like fries with that?* gets a "yes" out of 37% of people—one in three.

What's amazing is that the folks at McDonalds decided to have the employees nod their heads while asking the question. Just a simple head nod bumped up their sales by an extra 10% of people. 47% of customers were now saying "yes" to fries with that!

Call it what you like—the Secret Nod, the Magic Nod, Jedi Mind Control—but the essence is the same. If you nod while you suggest something, your customer is more likely to buy from you. It's a simple trick that can result in a much higher conversion rate, just by being a subconscious body language signal that subtly guides the other person to agree with you.

Good body language is essential. I've covered this much more extensively in another ebook, but remember the basics: make eye contact, stand or sit up straight, keep your palms up and open, and smile and nod when you're suggesting something. All of these are easy and effective techniques to help you get the customer on your side and to get both of you in sync with the conversation and the sales process.



A final word? Practice. The more you sweat in training, the less you'll bleed in battle. Even if you feel there are times when you're slipping, you're on the edge, you're not going to make it—pull back, take a deep breath, and continue.

In the words of Dale Carnegie:

**"Most of the important things in the world
have been accomplished by people who have
kept on trying when there seemed to be no
hope at all..."**



David Staughton

AUTHOR | SPEAKER | CONSULTANT

Wouldn't you like to know...

- How you can sell more without ever reducing your prices?
- How you can dramatically increase your sales in quiet times?
- How you can sell the products your customers seem to be overlooking?

David is your man.

Anyone can tell you how to sell more when times are good. David shows you how to grow great profits even in the most turbulent of times.

Growing up in modest circumstances, David worked in his family's hardware store from the age of six. Money was always tight and his family struggled. Tired of hardship, David resolved to become a millionaire by the age of 30 and give his family a better life.

It didn't go exactly as planned. Although David worked hard seven days a week, he found himself with few customers and on the brink of bankruptcy. But something happened...

Within no time David raised himself and his business from the struggle. From narrowly escaping bankruptcy, David went on to create an award-winning business empire in Victoria Australia with several hundred employees and a multi-million dollar turnover. How did he do it?

The good news is that David can teach you his magic.

Everyone can sell popular products during the best times of the year. Selling ice cream in summer is not what David is all about.

David uses his unique, no-nonsense strategies to help you sell during quiet times – without major discounting

Armed with hard-earned experience from the trenches of entrepreneurship, David will demonstrate how you too can make sales when no one else is selling, no matter the time of the year, month or week.

The logo for Big Hat Professional Services features the word "BIG" in a bold, dark blue, sans-serif font, followed by "hat" in a pink, cursive script font. Below this, the words "Professional Services" are written in a dark blue, sans-serif font. At the bottom, the website address "www.bighat.com.au" is displayed in a pink, sans-serif font. The background of the entire page is a light purple and white abstract swirl design.

BIGhat

Professional Services

www.bighat.com.au

Big Hat Professional Services provides consulting, coaching and training expertise to CEO's, Entrepreneurs, and Senior Management, of the corporate, government, non-profit, and business sectors. The six programs listed below are customised to suit the needs and meet the goals of each client.

The logo for Polished Professional Services (PPS) consists of the letters "PPS" in a bold, dark blue, sans-serif font. A pink arrow starts below the first "P" and curves upwards and to the right, ending above the second "S".

PPS
Polished Professional Services
work/life effectiveness

The logo for Dealer Development Services (DDS) consists of the letters "DDS" in a bold, dark blue, sans-serif font. A pink arrow starts below the first "D" and curves upwards and to the right, ending above the second "S".

DDS
Dealer Development Services
delivering sales results

The logo for Making More Sales (MMS) consists of the letters "MMS" in a bold, dark blue, sans-serif font. A pink arrow starts below the first "M" and curves upwards and to the right, ending above the second "S".

MMS
Making More Sales
rapid profit growth

The logo for Serve, Sell & Satisfy (SSS) consists of the letters "SSS" in a bold, dark blue, sans-serif font. To the right of the letters is a pink smiley face icon consisting of two vertical lines for eyes and a curved line for a mouth.

SSS 😊
Serve, Sell & Satisfy
first class frontline

The logo for 'Off Peak' Solutions (OPS) consists of the letters "OPS" in a bold, dark blue, sans-serif font. A pink arrow starts below the first "O" and curves upwards and to the right, ending above the second "S".

OPS
'Off Peak' Solutions
sales all year round

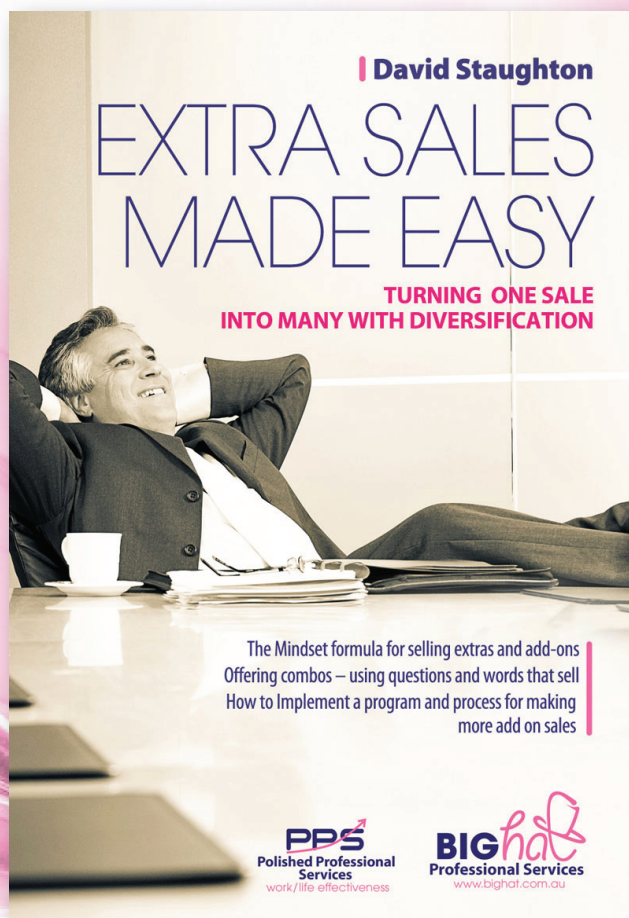
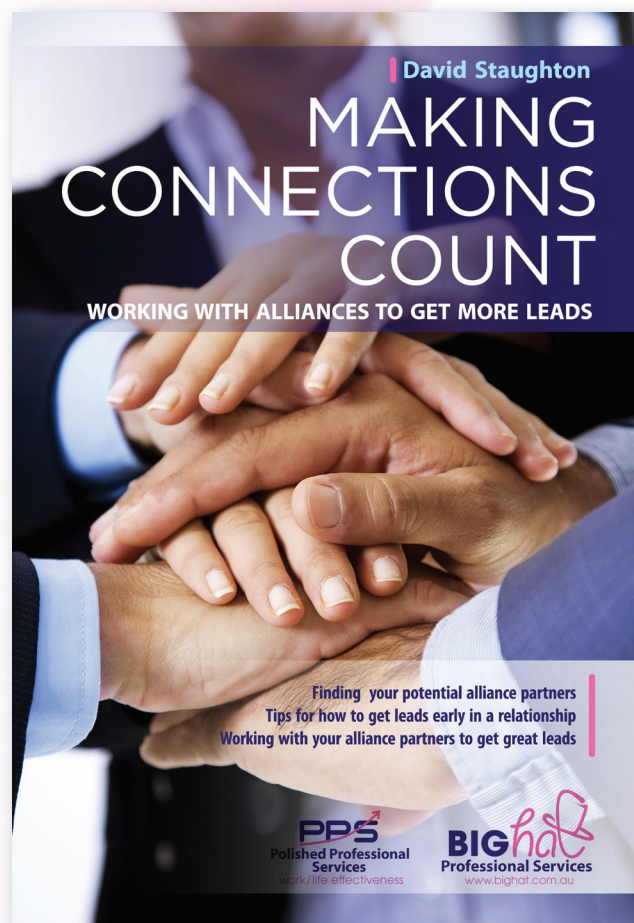
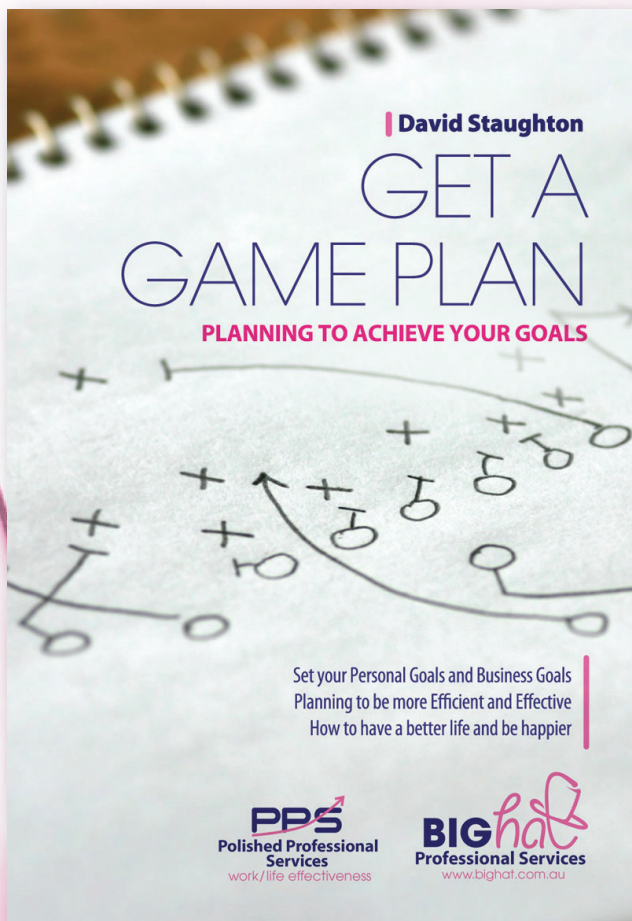
The logo for Lessons for Leaders (LFL) consists of the letters "LFL" in a bold, dark blue, sans-serif font. A pink triangle is positioned behind the letters, with its base at the bottom and its apex at the top.

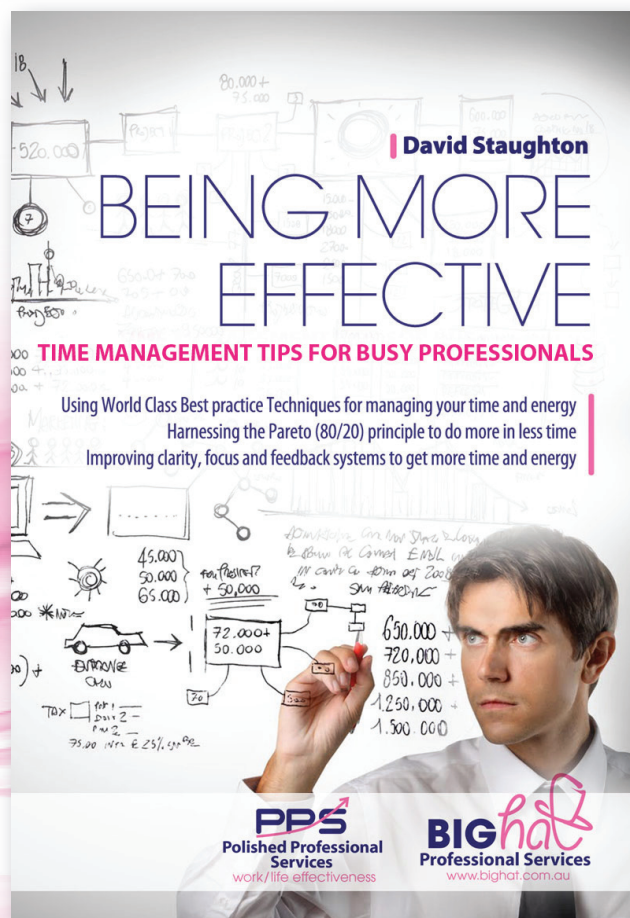
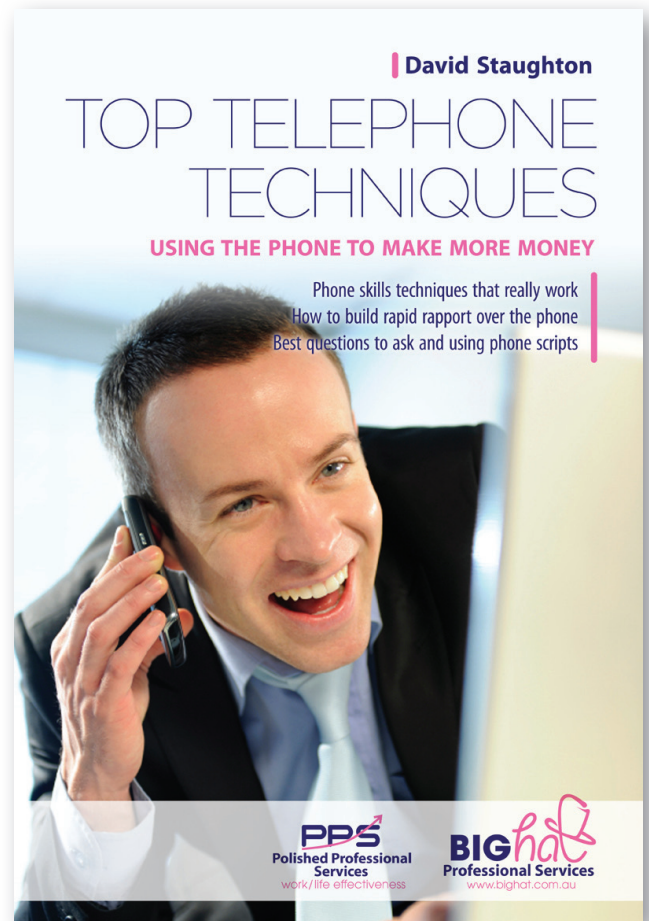
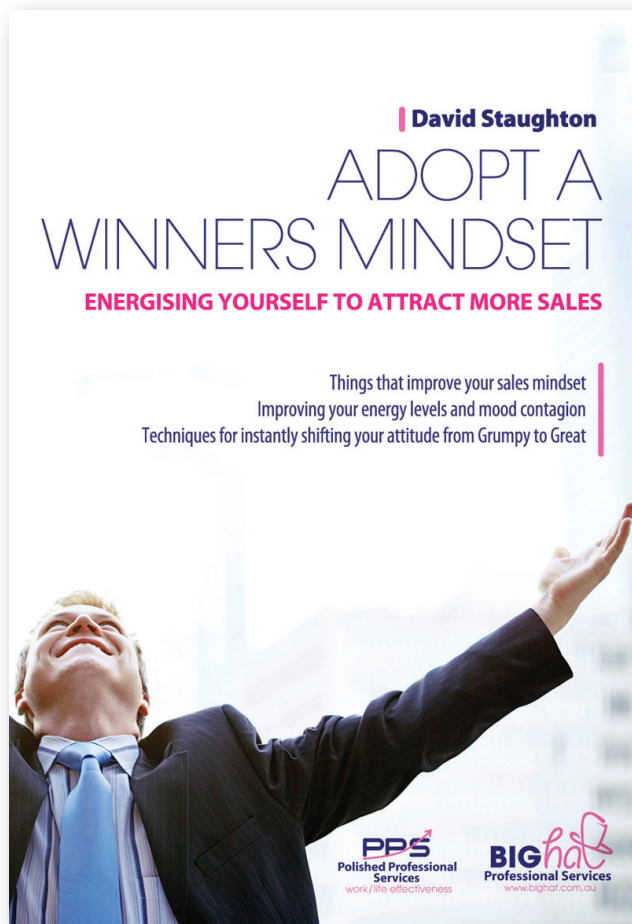
LFL
Lessons for Leaders
being a better boss



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Acknowledging and Rewarding your Referrers



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How to find your ideal buyers and identify different styles of buyers (Convincer Strategy)
How to avoid wasting time by using listening and questions to qualify your prospects
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The eBooks in this PPS series can be purchased as an entire set or individually from the websites below. Alternatively please phone to discuss your purchase or negotiate a group rate.

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