

MAKING SALES MADE SIMPLE



VIDEO
TRANSCRIPT
TWO
(part 1)



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Video Transcript Two (Part 1)

Making Sales Made Simple

There's no doubt that whatever product or service you're selling, you will have already put together a company presentation or a corporate presentation of some shape or form, whether it's on a PowerPoint, on a laptop or an iPad or perhaps you're just verbally presenting your product or your service. You will have identified and formed a typical presentation that suits your style.

And what I'm going to talk about now is the sales psychology, which is something that you really must take into account before you get into your formal sales presentation. It's the sales psychology, what's going on in the mind of the prospect, that's going to really determine the outcome of the sale. And while you'll be focusing on your presentation, your prospect will be focusing on a whole bunch of issues that you need to be fully aware of so that you can influence him as you go along.

The first point that I would like you to think about is, people prefer to do business with people that they Like, Know, and Trust. And for that I'm talking about people getting to like you, getting to know you, and getting to trust you.

Now, how are you going to get that done?

Well, one simple thing would be maybe for you to get to like, know, and trust your prospect. You're going to do that in a very simple way that you'd expect them to do with you: by asking loads of questions, by taking a genuine interest in them.

And of course, it's only when you get to know people that you could possibly get to like them, and it's only when you get to know people you can get to trust people. And to do that, you need to invest some time with that person. And of course, provided you do it in a genuine way, you'll find that by getting to like him, getting to know him, and getting to trust him, he'll be doing exactly the same with you.

You're focusing on the fact that the customer, the prospect right now is thinking about getting to like, know and trust you before he will contemplate buying your product or service.

Video Transcript Two (Part 1)

Making Sales Made Simple/Continued....

The next point that we should be fully aware of is that people don't want to be sold to, what do they want? They want to buy, they want to be free to choose. They don't want to be sold to, they don't want to be bullied and intimidated and manipulated into buying something.

They don't want a shred of evidence to suggest that they were talked into something. They don't wish to be brow beaten, they need time to think.

We must get them to want to buy, by taking a genuine interest in what it is they want, by asking the right genuine questions to establish its suitability for them.

We'll inspire them to thinking, "this sales person has my interest at heart," which is exactly where it should be.

During the presentation, you must think in terms of getting the person to want to buy what it is you've got to sell. So it's important you acknowledge that people don't want to be sold to, but as sure as heck they do want to buy.

The third point I will suggest that you should place a lot of weight on, is that people don't know what they want until they know what's available. It is so easy when you're in a sales situation, you find a prospect saying, "I've already got one of those" or "I don't need that, I'm not so sure I want that." And you're thinking, "But surely he does need it, surely he does want it."

Yes, you know exactly what your product does, but he or she may not. It's possible they just do not know what's available in the market. So it is true to say – the prospect might say, "I don't need that" or "I don't want that" because they have a preconceived idea of the limitations of what's available in the market.

So it's important to bear in mind that people don't always know what they want until they know what's available. And for that you need to win the opportunity where you can explain what your product or service will do.

And frequently, if you've done it in the right manner, you'll get prospects who say to you, "I didn't realise that it could do that, I didn't realise that that was available, I didn't know that those sort of products were out there."

Why? Because that is how innovation and progress and technology is happening in this 21st century.

Video Transcript Two (Part 1)

Making Sales Made Simple/Continued....

In presenting your product or service and helping a customer make a purchase, you would do very well to bear in mind that people will work really hard to avoid pain; harder than they will to gain pleasure.

Now, how relevant is that to a sales process? Well, your product or service must be solving some pain. And when I say, "Solving some pain," I mean solving a problem, solving a need. So for the purpose of this, I'm going to talk about it as, pain.

It is some loss that they're suffering and you must, having identified that, then remind the customer in your sales process of the pain they're suffering without this product or service. Because the reality is they will be more inspired to make a decision based on the pain they'll suffer by not having it than by all the benefits you're going to list of actually having it.

So you'll do well to bear that in mind. Some salespeople fall into the trap of listing one benefit after the other after the other because that's what they learned in their training school. And there's every reason why you should mention the benefits. But what's more important is to mention the pain that the customer will suffer if they don't buy your product or service, a loss that they will suffer.

And that is what will inspire them more than all the benefits you've got. And the ideal sales presentation is when you balance and combine the two: 'fear of loss' and the 'possibility of gain', this is what will inspire him or her to make a decision to buy!

DON'T FORGET TO WATCH THE "MAKING SALES MADE SIMPLE " VIDEO.