

WORK BOOK TWO



**MAKING  
SALES  
MADE SIMPLE (PART TWO)**

**LEARN HOW TO DEVELOP YOUR SALES**

**TECHNIQUES AND SECURE MORE CUSTOMERS**



**COACHING ACADEMY SPECIALIST**  
**Where Small Businesses Grow**

# Making Sales Made Simple

## Part Two

### The Sales Psychology

- People make decisions based on Emotion but backed up with Logic.
- A sale is made when the buyer travels through the emotions of 'Like' 'Want' and 'Need'.
- We Sell to their Needs and Get them to want to buy.
- People don't care how much we know until they know how much we care.
- Sell your passion, your Love and your Honesty.
- Take the trouble to stop and think of the other persons feelings, viewpoints, desires and needs.
- People will forget what we say and what we do but not how we make them feel.
- Advertising is a fee you pay for not sharing your passion.

#### Establish The Need

The definition of marketing is to establish your prospects needs; to show them how you can meet those needs and then find a compelling way to entice them to make a buying decision.

Establish exactly what the specific needs are of your target market? What challenges are they facing? Where do their problems lie? And how is that affecting their life, their finances, their business, their profit margins, their team etc?

#### Share Information

If you're trying to introduce a new product or service, comprehensive information is absolutely essential. Show your prospects how you can meet their needs. Give them enough free valuable information to help them make a buying decision.

Not only will this demonstrate your expertise but it will make a connection with your audience and break down the scepticism associated with traditional selling techniques.

## The Sales Psychology/Continued....

### Communicate The Benefits

Talk about the benefits people might expect to achieve as a result of the methods, techniques and tools you use rather than talking about the process itself. How will it impact your prospects life/business? Have them engage on an emotional level where possible. The more free advice and information you can provide the more your credibility will grow.

### Show the Value

Provide case studies. Give evidence and describe where you've had success using your techniques or process. How has it impacted past clients' lives? Tell their story. This backs up your results.

What you're trying to do here is build a relationship of trust. By giving your prospects helpful information you're allowing them to make their own well informed buying decision.

What matters most is.... 'What's in it for them?' What benefits will they gain from working with you? They need to know and understand the value of your offerings.

### Be There When They Need You

People need to hear your message as many as ten or more times before they will consider purchasing from you.

So what does this mean to you? It means that you have to be in front of your prospects **ALL** of the time. So don't give up!

In my experience it may take some time to warm your list of contacts up but once they start to buy from you it will be the same people that buy time and time again.

Just remember, people love those that are prepared to help them, they will begin to know, like and trust you. Just keep on putting your message out there, allow your credibility to grow and eventually it will be you that people automatically look to when they require help.

## The 8 Greatest Sales-Persons Mistakes

- You talk too much, leaving the buyer with the impression that you don't understand their business, their industry, or their needs.
- You grill the buyer with questions, making them feel like they are a part of an interrogation.
- You talk too little, allowing the buyer control the conversation.
- You are over eager, and the buyer can smell your desperation a mile away.
- You talk about your products and services as if they are commodities, leading the buyer to buy based on price.
- You are unprepared, and the buyer wonders why they are wasting their time with you.
- You are uncomfortable talking about money, and the second a price objection comes up you cave-in and start discounting.
- You try to bully or manipulate the prospect into buying long before you could possibly have established if your product or service meets their needs at this time.

## Success Story And Positive Mental Attitude

### Michael Jordan

Most people wouldn't believe that a man often lauded as the best basketball player of all time was actually cut from his high school basketball team.

Luckily, Jordan didn't let this setback stop him from playing the game and he has stated, "I have missed more than 9,000 shots in my career.

I have lost almost 300 games.

On 26 occasions I have been entrusted to take the game winning shot, and I missed. I have failed over and over and over again in my life. And that is why I succeed."

**DON'T FORGET TO WATCH THE "MAKING SALES MADE SIMPLE (PART TWO)" VIDEO.**