

# Sales Skills from Stan “Mr Fanta\$tic” Billue

## SALES SKILL # 1

### **The most effective single Word that isn't even in the Dictionary**

Here's a great Technique that can be used for both Buying and Selling. It's called the Disappointed Technique and although there are many variations, let's start with the easiest since it's only One Word. The word is Ooooooh. If you're Selling something, you can ask the Prospect how much they were planning on spending and when they give you an amount, you simply say Ooooooh. A majority of the time the Prospect will now ask if they need to start with more, which earns you the right to talk about a larger amount and increase the size of the Sale.

If you're Buying something and ask the price, whatever price the Salesperson gives you, you simply say Ooooooh. A majority of the time they will now drop the price or add something on value. Granted it doesn't work if you're buying a Slurpee at the 7-11, however you can use it for an almost endless list of Products and Services where the price could be negotiable. Try it on Furniture, Cars, Hotels, etc., and you'll save thousands of dollars in the coming months and years.

## SALES SKILL # 2

### **Use anything but H.A.Y.T.**

An easy way to vault into the top 5% of Sales Pros, is to avoid using words and phrases that have been so over-used and abused, that they can actually turn off Prospects and Customers. A great example would be the question; How are you today? By the way, always remember the initials could stand for HAYT.

Although I don't necessarily suggest a question within the first 5 seconds of a conversation, I've found that bad habits can be a challenge to stop. Since it's easier to change a bad habit, here are a few replacement questions:

**Can you hear me OK?** or

**Am I pronouncing your name correctly?** or

**Could you stand some good news today?** or

**Are you having as good of a day as you sound?**

## SALES SKILL # 3

### **C.O.I.'s can make you Rich !**

I can't even begin to count the thousands of times that I've heard Salespeople complain about the quality of their Leads and/or how much they hate Cold Calling or Prospecting. How can you blame them? Hey, rejection sucks. A quick way to propel yourself into the top 5% of the Mega-Buck Producers is to start asking for Referrals on each and every contact.

However, first realize it's just like trying to make a Sale. You'll give them a Presentation (ask for Referrals) and then they will give you an Objection (why they can't or won't give you any names). Now you handle their Objection and ask them again. Simply have more creative ways to ask them than they have ways to say NO.

Now here's the real value of asking for Referrals on each and every contact. 1 out of every 15 to 20 people that give you names will be a COI (Center of Influence). This is a Guy or Gal that is so well liked

or respected that whatever they do, all of their friends and/or associates will normally do the same thing. Each COI will be good for 5 to 10 New Accounts for you doing the next 12 months.

## **SALES SKILL # 4**

### **Will I remember you ?**

A quick little Tip to be in the top 5% of Sales Pros that make 95% of the Money, is to Make your Name Memorable. This is another easy way to set yourself apart from your Competition by simply Rhyming or Comparing your Name during your Introduction. Examples might be:

**This is Bill Robert but my friends call me Billy Bob** or

**This is Jason Ratchet just like a wrench** or

**My name is Sarah Pulaski but all you need to remember is Sarah P just like in Profit** or

**My name is Judy Flowers just like in Wild**

Put your creative mind to work and see what you can come up with. It might be days, months, or even years between conversations or visits however I guarantee that they will remember you when you reintroduce yourself the same unique way.

## **SALES SKILL # 5**

### **Continuation Phrases cough up Cash**

Most Prospects we call on have already been called by many other Salespeople. Unfortunately they've also been asked the same basic Qualifying Questions many times before. If you appreciate that most people are creatures of habit, you'll understand that most of these Prospect have developed Scripted Answers to these Scripted Questions.

Unfortunately these Answers aren't always the whole truth and nothing but the truth especially if you accept their first response. A great Tip to get these Prospects off of their Script (plus help us to become a better listener) is to start using Continuation Phrases. As soon as the Prospect is done answering each Question, immediately say:

**Go on** or

**Please continue** or

**And then what happened** or

**Tell me more**

This will get them off of their Script and requires that they explain, justify and/or enhance their initial response. The odds are that whatever they say next is usually much closer to the truth than their first answer or comment. This is also a great Technique to use with the Whales. These are people with extremely deep pockets that normally Hold their Cards close to their Chest. In other words they give you very short 1 or 2 word responses which makes it difficult to properly Qualify them. The use of Continuation Phrases gets them to open up and become more talkative.

## **SALES SKILL # 6**

### **The Ultimate in Qualifying**

In Selling 101 we learned about Open and Closed End Questions. Although Open Questions are better than Closed, there is a better and more effective way to gather information.

You see if we need to find out 5 to 10 things during Qualifying, it can end up sounding like a FBI interrogation with one Question after another. After all, Question have a tendency to pry, prod, and probe and can be very irritating.

Instead, the Super Stars use Instructional Statements. They are actually direct Orders however they come across as much more conversational and much less confrontational. Start using;

**Tell me about . . . or**  
**Bring me up to date on . . . or**  
**Share with me how . . .**

You'll be pleasantly surprised to learn to both you and your Prospect will start to enjoy the Qualifying process a whole lot more, plus you'll start gathering more and better information in order to be able to fill their needs.

## **SALES SKILL # 7**

### **Trial Closes are not Traumatic**

Although Closing the Sale should be nothing more than a logical conclusion to an effective Presentation, some Salespeople make the mistake of trying to use too many Closes. Unfortunately most Closing techniques ask for a decision which is a challenge for the majority of Prospects and/or Customers since most of them would rather procrastinate.

A great way to start Closing more Sales with a lot less pressure is to use **Trial Closes**. The true definition of a Trial Close is that it only asks for an opinion instead of a decision. Examples might be;

**How does this sound so far?** or

**Is this the type of opportunity you've been looking for?** or

**Based on everything we've discussed, how does this feel?**

If your Prospect or Customer gives you a weak answer they are indicating that they need more information or might still have one or more questions or concerns. On the other hand if they give you a strong response, you've just completed the Sale.

## **SALES SKILL # 8**

### **The old but true Feel, Felt, Found**

One of the all time classic selling skills is the Feel, Felt, Found Formula. It's earned the title of a classic because it works more than it doesn't work.

You can show people you have empathy for their situation by using the word Feel. Then you demonstrate that you or others have been in the same situation by using the word Felt. Finally, you offer them the solution by using the word Found. The next time you hear an Objection try saying;

**I can certainly understand how you feel because I felt the very same way until I found that . . .**

Although no skill or technique works 100% of the time, this one should definitely be in your arsenal.

## **SALES SKILL # 9**

### **If I Could . . . Would You ?**

Here's another Classic called the If I Could Would You technique. Many times during the Sales process you may be asked a question which could actually be a Buying Question. If you only answer it, all you have is more conversation and no Sale. On the other hand, you might be able to actually Close the Sale by using this technique. If they say; Can you deliver this by Friday?, instead of just saying; yes, you could ask; **If I could make those arrangements, would you want me to schedule that?**

You can also use several variations such as: If they ask; Can you get the payment any lower?, instead of saying; I'll try, you could ask; **If I can reduce the monthly investment by \$20 are you ready to get started?** Although no technique works 100% of the time, this is a Classic that should be in your repertoire.

## SALES SKILL # 10

### Fish Hook Technique

One of the secrets of Mega-Buck Sales Pros is that they learn to Control conversations. That should start with the Secretary or Screener. If you allow them to keep asking questions and only give them answers, eventually they will determine why they aren't going to let you through. The way to avoid that is by using the Fish Hook Technique. Every time they ask you a question, respond with an answer and then immediately add a question of your own. If they ask; Who's calling? you could say; **This is Stan Billue, are they available now?** (Please use your own name, not mine). Or if they ask; What is this call about? you could say; **It's regarding a personal financial matter, could you please tell them that I'm calling long distance?**

This is also a great technique to use during Qualifying to keep from being brain-picked. If the Prospect keeps asking questions, give them an answer and immediately respond with a question of your own to gain more information and regain your Control.

## SALES SKILL # 11

### Have a Short and Long Version

It's great that Sales Pros want to acquire Industry knowledge about their Product or Service. The danger is that they then want to tell every Prospect and/or Customer everything they ever wanted to know, and usually a whole bunch that they didn't want or need to know. Then they end up with too many educated Prospects and too few Sales. A great way to avoid diarrhea of the mouth is to have a Short and Long Version for every Feature and Benefit, every Question, and every Objection. Just how short can they be? Here's some quick examples for Objections;

I'm not Sure. . . . **I am.**

I want to think about it. . . . **That's not acceptable.**

I want to wait. . . . **We need to get started now.**

I can't afford it. . . . **You can't afford not to do it.**

## SALES SKILL # 12

### Bridges over Troubled Waters

If you sell a product or service which requires that you do some Qualifying, you'll find that a Bridge will help you be more successful. If you just start asking questions some Prospects can actually take offense by not understanding why you are probing or prying for information.

By saying something like;

**In order to determine how we might be able to best service your needs I need to gather some brief information, fair enough?** or

**Just so I don't waste your time I need to quickly verify that you would meet our suitability requirements, does that make sense?**

Now you've told them why you need to ask Questions and even received their permission to do so.

## SALES SKILL # 13

### The Silence Close

Most of us have been taught that when we ask a Closing Question we're supposed to shut up and wait for the other person to speak first. Of course if your Prospect or Customer has read the same Training Book, then you'll end up with a very uncomfortable situation where neither of you wants to be the first to speak. If you ever find yourself in that awkward position, you can try a Silence Close. After 15 or 20 seconds pass you can ask;

**When I was a little fella my Mama used to tell me that silence gave consent. Do you believe my Mama was telling me the truth?**

Or, you can ask;

**Are you shaking your head up and down or back and forth?**

Or, you can try;

**Since I don't hear anything, should I assume you're writing out the Check?**

I also hope you realize that you're throwing in a little humor, which is always great to use in a tense situation.

## **SALES SKILL # 14**

### **Use their Favorite Words and Phrases**

A great way to help your Prospect or Customer feel more comfortable is to use their Favorite Words and Phrases. Whenever you hear them use a Word or a Phrase that you've heard before however it's not necessarily part of your vocabulary, write it down. During your next Phone Call or Visit, or even as early as the next sentence, use as many of their favorite Words or Phrases that will fit your Product or Service.

98% of the people you use this Technique with will have no concept of what you're doing. All they know is that they are starting to feel extremely comfortable communicating with you.

## **SALES SKILL # 15**

### **Use their Name Properly**

Using the Prospect's or Client's Name properly can be very beneficial. During your opening or introduction you can use their Name 3 times. You can say;

**Mr. Prospect please.**

**Mr. Bob Prospect?**

**Bob, my name is . . .**

In addition you can use their Name at the beginning of a sentence every minute or so to get their attention back in case they've mentally drifted off. Finally, please don't use their Name in the middle or at the end of a sentence. If you slur your speech or run your words together you've just confused them because it will sound like you've attempted to create a new word. Anytime you use a word or phrase that they don't understand, you've lost them for 15 to 20 seconds while they try to figure out what you just said.

## **SALES SKILL # 16**

### **The F.O.R.M. Formula**

Depending on the Product or Service you sell, the F.O.R.M. Formula can work wonders for you during Qualifying to get your Prospect or Client to talk about themselves. The F stands for Family so get them to chat about one of their favorite subjects and you'll score a bunch of points. O represents Occupation so encourage them to talk about their Job or Career and rack up even more points. R is for what they do for Recreation and can be a life-saver later during your Presentation or when handling Objections. Last but not least in M for Money. That could be the total amount they can invest or commit to, the monthly installments that will fit their budget, or possibly their income or net worth, etc. If you'll use this Formula you'll waste less time talking at and invest more time talking with people.

## **SALES SKILL # 17**

### **Another of the 5 Easiest Sales**

Previously we discussed how and why Referrals were one of the 5 Easiest Sales.

Many of you have asked about the other 4, so here's another one.

First, please appreciate that the cost of constantly advertising for and looking for new Customers can be prohibitive to most Companies. Also, the time required to constantly prospect and/or cold call for new Customers is always prohibitive for Sales Pros. Here is another of the 5 Easiest Sales.

The Person you just Sold.

Please appreciate that the Client who just made a purchase is in a Buying Mood so please don't stop Selling. You might be able to Up Sell by selling them a larger quantity. You might be able to Cross Sell by selling an accessory or some supplies. You might be able to make an Add On Sale by selling an extended Warranty, etc. A good benchmark is that 20 to 50% of Customers that just bought will buy more during the same Sales Call.

## SALES SKILL # 18

### How to Isolate and Confirm Criteria

Here are 2 Techniques that work hand-in-hand. First, a great Sales technique to learn how and why to use is to Isolate Objections. Too many Salespeople are way to quick to jump in with their favorite technique or choice of words whenever they hear an Objection, only to find out that when they've handled that one, up pops several more. As soon as you hear an Objection, why not stop and ask;

**In addition to that, are there any other questions you need answered before we place your Order?**

By the way, please notice that I purposely used the word questions rather than objections.

Next you should Confirm Criteria for the Sale by asking;

**In other words, once you feel better about that point, we can finish the paperwork, correct?**

As long as the Prospect or Client says that is the only concern they have, all you have to do is handle it and you have just made the Sale.

## SALES SKILL # 19

### Another of the 5 Easiest Sales

Previously we discussed how and why Referrals and the Person you just Sold are 2 of the 5 Easiest Sales. Many of you have asked about the other 3, so here's another one. First, please appreciate that the cost of constantly advertising for and looking for new Customers can be prohibitive to most Companies. Also, the time required to constantly prospect and/or cold call for new Customers is always prohibitive for Sales Pros. Here is another of the 5 Easiest Sales.

Existing Customers,

I urge you to identify the 20% of your Customers that give you 80% of your Business. Then start tailor making a separate Presentation for each one based on their Buying habits and Needs. Please stop calling them and saying something stupid like;

**Hi, do you need anything this month? or**

**Have you made a decision yet?**

If you tailor make a Presentation based on their buying habits, you'll be amazed at the results. A good benchmark is that you'll increase the size of their repeat Orders by 10 to 20%.

## SALES SKILL # 20

### Using a Benefit Summary

Every good Presentation should end with a Benefit Summary. If you've spent 10 to 20 minutes, or longer, explaining features and benefits, pricing, comparisons to the competition, answering questions, etc., please appreciate that your Prospect or Client may be a little confused and/or overwhelmed. If you wrap up your Presentations by saying something like;

**The bottom line is there are 3 critical reasons to move forward today . . .**

Now you'll be able to direct your Prospect or Client back to the main reasons for them to place their Order and dramatically increase your Closing ratio.

## **SALES SKILL # 21**

### **Another of the 5 Easiest Sales**

Previously we discussed how and why Referrals and the Person you just Sold and Existing Customers are 3 of the 5 Easiest Sales. Many of you have asked about the other 2, so here's another one. First, please appreciate that the cost of constantly advertising for and looking for new Customers can be prohibitive to most Companies. Also, the time required to constantly prospect and/or cold call for new Customers is always prohibitive for Sales Pros. Here is another of the 5 Easiest Sales.

Former Customers.

Whenever your Company loses a Customer to the Competition, please find out why. Instead of calling as another Salesperson, you might say that you're with the Customer Relations Department. This will immediately lower their Defense Barriers. Then by showing a sincere interest in them and their concerns, the odds are they will tell you why they no longer do business with your Company. If they're angry or upset, please allow them to vent their frustrations before trying to sell them again. A good benchmark is that at least 20% will become Customers again.

## **SALES SKILL # 22**

### **The last of the 5 Easiest Sales**

Previously we discussed how and why Referrals and the Person you just Sold and Existing Customers and Former Customers are 4 of the 5 Easiest Sales. Many of you have asked about the fifth one so here it is. First, please appreciate that the cost of constantly advertising for and looking for new Customers can be prohibitive to most Companies. Also, the time required to constantly prospect and/or cold call for new Customers is always prohibitive for Sales Pros. Here is the last of the 5 Easiest Sales.

Other Salespeople.

Hey Guys and Gals, lets face it . . . we Salespeople LOVE to be sold. Please don't call me if you're an amateur because I'll eat you for lunch and probably ruin your career. However if you're a Pro, I'll buy almost anything. We appreciate a creative Opening that's better than the other 95%. We love it when they Qualify us in a professional manner to determine our needs. We're thankful when they tailor their Presentation to our needs, wants and desires. We're pleased when they hang tough and don't run away after 1 or 2 Objections. And yes, we absolutely go bonkers when they Close us with anything other than;  
**So what do ya think?**

## **SALES SKILL # 23**

### **The Switch Off Technique**

Since most Salespeople like Buying Questions and don't really like Objections, here's a great skill called the Switch Off Technique. When you hear an Objection, simply restate it in the form of a Question.

If the Prospect says; I can't afford it you could say;

**I believe your concern seems to be how we could work this into your budget, correct?**

If they say; I want to wait you could say;

**It sounds like you want to know what the advantages are of getting started today, is that right?**

If they say; It costs too much you could say;

**I guess your question is whether the value actually exceeds the price, correct?**

Why not write down your 4 or 5 main Objections and then come up with a Switch Off Technique for each?

## **SALES SKILL # 24**

### **Use your Left Ear Only**

For those of us who do all or part of our business via the Phone, we should appreciate the awesome value of Using the Left Ear Only. It's been proven that the Right Ear goes to the left hemisphere of the Brain, which is the logical, common sense, and rational part of our thinking process. On the other hand, the Left Ear goes to the right hemisphere, which is the creative and emotional part of the thinking process.

If you want to start selling with more Emotion, Use the Left Ear Only. Even if you use a dual headset, please remove the foam over the right side, tape up the opening, and then put the foam back on. This one idea could increase your effectiveness by at least 20%.

## **SALES SKILL # 25**

### **Know when to Let Go**

Unfortunately, most Salespeople would rather be rejected or told No by someone they are familiar with, rather than a brand new Prospect. Consequently, most Salespeople continue to call back on the same list of Prospects hoping that one of them just might want to Buy or place an Order today. It's critical to Know When To Let Go. In other words, be willing to cut the cord and start looking for new Prospects instead of calling back the same old list of Prospects. Remember that every time you call someone back your odds of selling them have decreased dramatically.

## **SALES SKILL # 26**

### **Slice and Dice your Presentation**

The longer you are in this great Sales profession, the wordier you tend to become. Learn to be jealous of your time to the point that you are constantly looking for ways to say what you need to say, using the fewest words as possible. You might even record your Presentation, transcribe it, and then see how many Words you can Slice and Dice.

The odds are that you can eliminate at least 20% of the Words you use. Simple math tells you that you will now have the extra time to talk to 20% more Prospects. Guess what? If you don't improve any of your Skills or Techniques and simply talk to 1/5 more Prospects, you will sell AND MAKE 20% more than you are now.

## **SALES SKILL # 27**

### **Know your Stats**

Whether you Sell face-to-face or over the phone, it's critical to Know your Stats. By keeping track of your Prospecting, Qualifying, or Appointment Setting Dials, the number of Contacts, the actual results such as an Appointment Set or Brochure sent, etc., your follow-up such as a Sales Call or an in person Appointment, and the results from that Call or Meeting, you'll be able to divide your totals into each other to determine your percentages.

Those numbers will quickly show you which area or areas of the Sales process that you might need to improve in. If you became 5 to 10% better at working through Screeners, and/or 5 to 10% more effective at not getting blown off by the Prospects, and/or 5 to 10% more skilled at Qualifying, and/or 5 to 10% stronger at setting a better call back or in person Appointment, and/or 5 to 10% more proficient at handling Objections and/or Closing the Sale, just imagine how much more successful you'll become.

## **SALES SKILL # 28**

## **Sell Yourself**

Always appreciate that there is one thing that your Prospect and/or Clients can't get from your Competition, and that's YOU. Start to Sell Yourself as part of your Presentation by stressing your Training and/or Experience, your commitment to your Company, your knowledge of your Product(s) and/or Industry, and your dedication to your Clients or Customers.

This is called a Conviction Statement and you'll be building tremendous additional value to the Sale.

## **SALES SKILL # 29**

### **Question the Objection**

Whenever you are faced with an Objection, always remember to Question the Objection. You can still use a Cushioning Statement, however it's critical that you always learn to question what your Prospect or Client has said. You may have heard what the Prospect or Client said, however do you really know what they meant?

There are 3 things that can happen when you Question what they just said. #1, they can expand on it and not only validate that's it real, but give you more information on how to handle it. #2, in the process of trying to explain what they said, they pop the real or hidden Objection. #3, in the process of trying to explain what they said, they actually explain it away their Objection and allow you to Close the Sale.

## **SALES SKILL # 30**

### **Practice, Drill and Rehearse**

Whenever you see or hear a new Skill, Technique, or choice of Words that you want to add to your arsenal, always be willing to Practice, Drill, Rehearse it before trying to use it. Too many times a Salesperson will try something new and when it doesn't work for them the first time, they stop using it. In order for any new Skill, Technique, or choice of Words to be effective, you need to feel comfortable using it so it will sound comfortable to your Prospect or Client. You might even need to change a word or two, or the delivery, or the performance, until it fits your style and delivery.

## **SALES SKILL # 31**

### **Make every Contact Profitable**

A great way to develop the Attitude of a Winner is to develop the Mindset that you are going to Make Every Contact Profitable. In other words, you might not set an Appointment, or Qualify someone, or make a Sale, or even reach your Client or Prospect, but you can at least ask for Referrals from your Prospect or Client or at least gather some information about your Prospect or Client from the Operator or Secretary.

## **SALES SKILL # 32**

### **Be a Performer**

I recently spoke with a Performer that had made \$600,000 this year, selling on the phone. If you'll notice, I didn't say he was a Salesperson. I called him a Performer because he puts on a show on each and every Call. One of his slogans is The better the Performance the higher the Ticket Price.

Unfortunately, most salespeople sound like they are doing a voice-over for a PBS Documentary on their Product or Service. This results in a bunch of educated Prospects and very few Sales, because of the lack of emotion, excitement, enthusiasm, and Performance.

## **SALES SKILL # 33**

## **Listen for Openings**

Whenever you are speaking with a Prospect or Customer, always Listen for Openings. It means that even if you are in the middle of Qualifying or making your Presentation, if they say something about themselves, immediately stop what you are talking about and explore what they have just said.

This puts the spotlight back on them and makes them appear more important than what you are trying to sell. By showing a sincere interest in them and by putting them first, you will sell a lot more of your Product or Service.

## **SALES SKILL # 34**

### **The 80/20 Rule**

Most everyone is aware of the 80/20 Rule. It seems like almost everything in life can fit into this Universal truth. This is especially true in Selling since 20% of your Customers will give you 80% of your Revenue or 20% of your Customers will give you 80% of your headaches, etc. What most Sales Pros overlook is that with Prospecting, only 20% of the people you call on will fit into the 80% group that make up your best potential Customers.

Quit wasting so much time trying to cram round pegs into square holes by believing that 80% of your Prospects could be or should be potential Customers.

## **SALES SKILL # 35**

### **Get the Spouse Involved**

If you are selling any Product or Service where a Spouse and/or Partner could possibly be involved, the odds are that they should be. Too many Salespeople do a great job at Qualifying and even making a Presentation to the Husband or Wife or one of the Partners, never make a Sale and never know why. Always Get the Spouse or Partner involved. Try asking;

**I expect that your (Spouse) (Partner) would want some input, correct?**

You will eliminate one of the biggest Objections you ever face, which is that they have to talk it over with someone.

Also, if you are sending information to the Prospect, make sure it's addressed to both parties if a Spouse and/or Partner is involved. If it's only possible to Qualify one party, make sure and find out what they believe the other person's reaction will be and/or how can the two of you can work together to sell the Spouse or Partner.

## **SALES SKILL # 36**

### **We need to Listen**

All too often, Salespeople don't really listen to what their Prospect or Customer is saying. This can destroy a Presentation and possible Sale if they ask a Question and the Salesperson starts to answer what he or she thought or assumed had been asked. Always learn to Question every Question before launching into the answer. You'll be amazed how many times your Prospect or Customer actually meant something other than how they worded their Question.

## **SALES SKILL # 37**

### **Confirm your Answers**

When you Answer either a Question or an Objection, always Confirm your Answer before you move on with your Presentation. Too many Salespeople rattle off their scripted answer and then continue throwing out features and benefits only to find out that the Prospect or Customer brings up the same Question or Objection all over again. You may believe that your answer did the job but always stop and see if the Prospect or Customer is satisfied with your answer.

## SALES SKILL # 38

### Quit Buying It Back

Salespeople love to talk & one of our biggest challenges is that we spend about 20% of the time Selling & 80% of the time Buying it Back, because we jabber too much. Always have a Short and Long version of every Benefit, as well as Answers to Questions and Answers to Objections. Be willing to try the Short Version first and see if your Prospect or Client was satisfied. If they aren't, then use the Long Version. Remember to use BIG IDEAS with Small Words and Short Sentences.

## SALES SKILL # 39

### How Short can you make it?

I recently touched on the phenomenal value of having a Short version for every Benefit, plus a Short version for Answers to every Question & Objection. With the recent passing of Johnnie Cochran, I was reminded that he came up with probably the shortest Closing Statement in Trial history, which was 7 words;

**If it doesn't fit, you must acquit.**

Here are some quick examples where Less can be Better for handling Objections:

Prospect: I'm not sure - You: **I am**

Prospect: I want to wait - You: **We need to get started now**

Prospect: I can't afford it - You: **You can't afford not to do it**

Prospect: I need to think about it - You: **Go ahead, I'll wait**

Prospect: I'm not comfortable - You: **You'll thank me later**

Prospect: I don't know enough - You: **That's why I'm here**

Prospect: I don't want to lose - You: **No Risk, No Reward**

Prospect: I'm afraid - You: **It's natural to fear the unknown**

## SALES SKILL # 40

### The A.I.D.A. Theory

I'm often amazed at how much we all tend to get away from the basics that are critical to our success. A great example would be the A.I.D.A. theory, which has been around forever but seldom used any more. It states that we must create Attention, Interest, Desire, and Action, before we can hope to make a Sale, or at least make something happen. I urge you to look at your Phone Scripts, In-person Presentations, and yes, even your Promotional Material to make sure that you are addressing those 4 crucial points.

## SALES SKILL # 41

### The Biggest Reason Question

One of the most important Questions you can ever ask during Qualifying, is the Biggest Reason Question. Depending on your Product or Service, very early on you should ask;

**I'm curious, what's the single biggest reason you've never (tried) (bought) (invested) this in the past?**

Many times you will now get the biggest Objection or Concern that you'll need to overcome, handle, or answer in order to consummate a Sale.

## SALES SKILL # 42

### Encourage them to Dump their Garbage

If you are trying to sell someone who has had a bad experience with your Company or with a similar

Product or Service from a competitor, it is absolutely critical that you allow them and even encourage them to DUMP their pain, anger, hatred, etc. This person will not be receptive to trying the same or similar Product or Service again until and unless they get to unload their frustration. You'll find that the longer you allow them to talk, the more human and open minded they will become.

Also if you listen closely, you'll discover key words or phrases to either use or not use when doing your Sales presentation.

### **SALES SKILL # 43**

#### **How is your Delivery?**

Although the words used over the Phone are critical, just as important is the Delivery. Unfortunately most people doing business on the Phone have never put in any effort to learn how to improve their voice. I encourage you to hire a voice coach, or attend a public speaking course, or join the National Speakers Association or Toastmasters, or attend a Radio/TV Announcers School, or study and emulate great Speakers, or at least be willing to practice, drill and rehearse what we will be saying each day over the Phone to our Prospects or Clients, before the start of our shift.

Be willing to practice your diction, enunciation, pronunciation, pacing, volume, pausing and emotional delivery. Always remember that the great Speakers and Story Tellers are the ones that make the Mega Bucks in our Industry.

### **SALES SKILL # 44**

#### **Don't forget the 5 W's**

To often in Selling, we forget about the 5 W's and the all important H. Depending on your Product or Service, all or a majority of these should be used.

WHO else they are considering doing business with.

WHAT are their needs or buying motive.

WHEN will they need your Product or Service.

WHERE will the money be coming from or be available in the budget.

WHY are they using their current Supplier and/or why haven't they used you in the past.

HOW will the decision be made (3rd party such as Wife or Accountant, a Board or Group, etc.)

### **SALES SKILL # 45**

#### **Don't be a One Trick Pony**

I encourage you not to end up being a One Trick Pony. Too many Salespeople develop one style of Communicating or Selling and use it over and over with every Prospect and Client. If you listen to a Taped Call, and the tone, pacing, volume, etc. sounds exactly the same no matter where you cue up the Tape, then you are a One Trick Pony.

Learn to develop that magical musical Instrument called your Voice. Join the National Speakers Association, Toast Masters, attend an Announcers School, hire a Voice Coach, or at least study and emulate other great Speakers, Trainers and Sales Pros. Be able to give your Prospects and Clients many different and unique "looks" or approaches and it will increase your effectiveness by 100 to 400%.

### **SALES SKILL # 46**

#### **How NOT to develop Rapport**

One of the biggest mistakes most Salespeople make is to believe that they are developing a great Rapport with a Prospect if they have a great conversation with them when just the opposite is true. Developing Rapport IS NOT having a Conversation. Getting them to like us is getting them to talk and all

we do is listen. In other words, don't try to comment on their last statement or attempt to trade information.

I hate to bust your bubble, however they don't care about us. They only enjoy talking about their favorite subjects; themselves, their family, and their job or career. A great Qualifying Formula is 20% talking and 80% listening. The longer we listen, the closer to buying they will get.

## **SALES SKILL # 47**

### **Are you Prepared?**

Most folks in our great profession of Selling neglect one of the most critical success factors. They fail to appreciate that in almost every other profession, the Pros always practice, warm up, do exercises, watch game film, etc. before going out and doing what they do for a living.

I urge you to not allow your first few Presentations of the day to be practice sessions to a real, live Prospect/Client. Instead, practice, drill and rehearse your Presentation a few times into a mirror or recorder, do voice exercises to warm up, prepare yourself mentally by listening or reading something Positive, review your Prospect/Client notes from previous conversations, etc.

## **SALES SKILL # 48**

### **Tune Up your Scripts**

It might be time to Tune Up your Scripts!

We tune up our Vehicles and some people even tune up their Bodies and/or Minds. However, most Pros never tune up their Scripts. Since we say almost the same things on every Call (even if we don't think we use a Script), why not transcribe what we say and then analyze every word in every sentence.

Are we using the most descriptive, powerful, colorful, and emotion packed words possible? Are we avoiding weak, weasel, whinny words? Is every sentence actually needed? Are we telling them what we will be telling them, and then telling them, and then telling them what we've told them? Is there a strong Call for Action? As long as we do this for a living, doesn't it make sense to use the very best words possible?

## **SALES SKILL # 49**

### **Turn on the Creative Juices**

Recently we briefly mentioned that it might be time to Tune Up our Scripts. While we've doing that, let's also look at everything else, including our Cover Letters, hand written Notes, promotion material, etc. How far can we really push the envelope?

Here is one of the best pieces of copy writing I've come across. The following appeared in the Atlanta Journal Classified Ads:

SINGLE BLACK FEMALE seeks male companionship, ethnicity unimportant. I'm a very good girl who LOVES to play, take long walks in the woods, ride in your pickup truck, hunt, camp out and even go on fishing trips. I love cozy winter nights lying by the fire and candlelight dinners will have me eating out of your hand. I'll be at the front door when you get home from work wearing only what nature gave me. Call 404 000-0000 & ask for Daisy.

Over the next few days over 15,000 men found themselves talking to the Atlanta Humane Society about an 8 week old black Labrador retriever.

## **SALES SKILL # 50**

## **The Negative Message Technique**

When a Client or Prospect has been ignoring your Messages, a great way to get them to call you back almost immediately is to use the Negative Message Technique.

You might leave a short message like;

**This is Stan from the ABC Company and I'm sorry to say I have some very bad news for you. There's no rush to call me back however whenever you get around to it I'm at (your phone #). Again, my sincere apologies.**

You'll be amazed at how soon they call back out of curiosity. Then you can explain something such as your special is about to expire and sell them now that you finally got them on the phone.

## **SALES SKILL # 51**

### **The 3 Tell Formula**

A great outline for almost any type of Presentation is the 3 Tell Formula. In other words, Tell them what you're about to tell them, Tell them, and then Tell them what you've just told them.

First, tell them what you're about to cover which is Bridging into the Presentation and establishing Criteria for a Sale. Next, tell them your story which is making your Presentation full of Features and Benefits that relate to their needs. Last, tell them what you've just covered, which is your Benefit Summary showing the overwhelming reasons to move forward with your offer.

Always remember, that the further into our Call we are, the more emotion, enthusiasm, and performance is needed or we will end up educating our Prospects instead of selling our Customers.

## **SALES SKILL # 52**

### **Use Continuation Phrases**

The Pros in Selling realize that our Prospects and Clients have been Qualified many times in the past. Just as most Salespeople use the same basic scripted Qualifying Questions, over time our Prospects and Clients have also developed a list of scripted Answers. If we believe that Buyers can be Liars then we can start to appreciate that their first answer is not always the whole truth and nothing but the truth.

Instead of accepting their first response, we should also use a Continuation Phrase to get them to enhance, amplify, defend, justify, or explain their Answer. The very best I recommend is;

**Tell me more**

Additional phrases we can use might be;

**Please continue** or

**Go on** or

**And then what happened** or

**Oh**

Another great benefit to using this Technique is that it will get the folks with deep pockets to open up. These are the people that normally hold their cards close to their chest and give us Answers that are evasive and without any details.

## **SALES SKILL # 53**

### **The 12 most Persuasive Words**

According to Yale University, the twelve most Persuasive Words in the English language are Easy, Results, Save, Discover, Guarantee, Safety, Health, Love, Money, Need, Proven, and You.

Whether you sell Inbound or Outbound, B to B or B to C, I encourage you to go through your Scripts and insert as many of these Persuasive Words that can legally apply to your Product or Service. Another neat Tip is to also use as many Synonyms of these 12 words as possible.

## **SALES SKILL # 54**

### **Facts Tell and Stories Sell**

If you are ready to increase your effectiveness as a Sales Pro by 100 to 400 percent then please sit down and pull your chair closer because I've got the secret. In fact if you're already sitting down, you might want to cinch up your seat belt. You may be shocked, startled, or even stunned with what I'm about to share with you, however I would be doing you a grave disservice if I didn't. OK, here it is.

Please appreciate that Facts TELL & Stories SELL. If all we do is educate our Prospects with facts and figures, we end up with a whole file full of educated Prospects . . . and very few Buyers. It is critical that we learn to be a Story Teller because people love to be entertained. Stories when written well and delivered with emotion, passion, and enthusiasm, invoke those same 3 key facts within our Prospects and since Selling is a transfer of feelings, va-la, we Close more Sales.

## **SALES SKILL # 55**

### **Make Hard Selling Easier**

Is Selling becoming Harder? You betcha Bubba.

[a] Many of our Prospects have been Stewed, Screwed, Bar-b-que'd, Reamed, Steamed, and Dry Cleaned so they have built up defense shields. We need to encourage them to and allow them to Dump their pain and hurt before they will ever be receptive to anything new.

[b] The Internet has made it easier for Prospects to find the good, the bad, and the ugly, or even vicious rumors or false claims about you Product, Service, Company, or even us. We need to discover their beliefs and opinions and determine what they are basing them on.

[c] Prospects are being bombarded by Commercials at record levels. They are on Radio, Cable TV, emails, at the Movies, in Print Media and Direct Mail, plus they are inundated with Phone Calls offering everything imaginable. This means our opening needs to be creative and/or arouse curiosity, and/or be a little weird, warped, or wacko to immediately grab their attention.

[d] Most Prospects are no longer interested in or have the time for small talk such as; How's the Weather out there? This means we need to stress Benefits within the first 10 to 12 seconds or we are dead meat. All Prospects want to know one thing, which is; What's In It For Me?

[e] Most Prospects have less time to sit and listen to a Phone Jock ramble. We can no longer waste their time eventually getting to the point. We must have a Script which uses the most powerful, emotional, and descriptive words possible. It must determine their needs, determine if they have the where with all to make and afford a decision, demonstrate how our Product or Service can fill their needs, be prepared with Short Answers to their Questions and Objections, and then know at least 10 ways to Close the Sale.

## **SALES SKILL # 56**

### **Super Verbs**

The words we use in Selling can make or break our Success. This is even more important when doing business over the Phone since we are usually very limited with the time that a Prospect or Client will grant us. I urge you to analyze your Presentation and use as many Power Words and Emotion Packed Words as possible. In fact, how about using Super Verbs instead of plain old Standard Verbs?

Standard Verbs	vs.	Super Verbs
Accent		Emphasize, Underscore
Break		Smash, Crush, Demolish
Eat		Consume, Devour, Feast
Forgive		Pardon, Excuse, Overlook

Hate	Detest, Loathe, Despise
Imagine	Envision, Conjure, Conceptualize
Improve	Enhance, Refine, Perfect
Jump	Leap, Lunge, Bound
Learn	Discover, Grasp, Comprehend
Like	Admire, Adore, Cherish, Delight in
Make	Create, Engineer, Design
Promise	Vow, Swear
Reveal	Manifest, Unveil, Disclose

## SALES SKILL # 57

### What's your Minimum?

Just a few days ago I got an urgent email from a Client who asked for help. He needed to return an email to a Prospect that wanted to know the Minimum. My Client explain to me that he didn't have the time to watch the 90 Telemarketing Skills DVD series or listen to the Double Your Income Selling on the Phone CD series so could I please send him a way to handle; What's your Minimum?

Depending on your Prospect's personality, liquidity, what amount you qualified them for, and what Product or Service you are Selling, you might have to change a few words around. Here are 3 of my Top 20 Ways to handle What's your Minimum?:

Triplicate of Choice:

**Most of our new Clients start in the 30 to 40k range.**

**Some who are more liquid prefer our Presidential Level at 100k.**

**And then there are a few that because of other commitments and responsibilities can only start with 10 to 15k.**

**Which of those categories would you fit into most comfortably, just starting out?**

(Adjust the figures accordingly as long as you start with the middle amount, the top amount is second and the lowest is always last.)

Hock the Farm and Sell the Kids:

**When anyone asks me for my minimum it usually means I've either done a poor job of covering the incredible Benefits and potential returns, or I've got a Prospect that really isn't as liquid as I was led to believe.**

**If you truly have a passion for profit and understand the incredible benefits of this (product), you'd want to hock the farm and sell the kids.**

**How much can you raise by doing that?**

Bumping:

**What's the least you could start with?** (wait for amount)

**Up to?** (wait for a larger amount)

**And no more than?** (wait for an even larger amount)

**And if you really fell in love with it?** (wait for hopefully a larger amount yet)

## SALES SKILL # 58

### Leaving Messages will drive you to the Funny Farm

Let's see if we can at least make your trip a little more enjoyable.

For Voice Mail: Normally if you press 0 you'll get an Operator and you can say;

**I was trying to reach (name) and all I got was their Voice Mail. Are they there, live and in person?**

If the Operator doesn't know you can try;

**In that case put me through to someone else in their Department that might know where they are.**  
or  
**I understand, please Page them and I'll hold on.**

For both Voice Mail and Answering Machines:

For any Message to be effective it should be unique and stand out from the crowd. Here are several quick Tips for you.

Stress a Benefit: Everyone wants to know what's in it for them so include a potential Benefit for them in your Message.

Specific Time Frame: You can arouse curiosity by telling them that you can only accept their Return Call during some odd ball time frame like between 3:10 and 3:40 this afternoon.

Use some Humor: Based on your personality and theirs, have some Fun with your message. Many times they will call back because you made them laugh.

Whisper about some News: You can arouse their interest by whispering about some incredible news that you just learned and they absolutely need to be aware of it.

Negative Message: It's amazing but when you leave a message that you are apologizing about some terrible news and that there is absolutely no hurry for them to call you back, the high majority of people will call you back within minutes.

## **SALES SKILL # 59**

### **Use 3<sup>rd</sup> Party Stories or Testimonials**

Always remember that if we say something our Prospect or Customer can doubt it. However if someone else says it, it might be the truth and have more impact.

There are two great times to use 3<sup>rd</sup> Party Testimonials. First is when stressing Benefits. You simply state the Feature and then add;

**Joe at the ABC Company found that this helps him reduce his Production Costs by 20 percent.**

The other beneficial time to use 3<sup>rd</sup> Party Testimonials is when Handling Objections. You might say;

**I understand your concern because Joe at ABC Company had the very same hesitations. However he found that by implementing our System he actually increased his Sales by 15 percent.**

## **SALES SKILL # 60**

### **Too Good to be True or Too Good to Pass Up?**

Whenever we are faced with an Objection we always have 2 choices. We can talk about what the Prospect or Client wants to talk about, which is usually that they don't want to Buy or we can talk about what we want to talk about, which is why they should.

For those of you who sell a Product or Service where you hear; It sounds too good to be true, please appreciate that we don't want to argue, fight, defend, and do battle with our Prospects and Customers. Instead you might say;

**I'M GLAD YOU BROUGHT THAT UP BECAUSE WE DO FEEL THAT IT'S TOO GOOD TO PASS UP BECAUSE OF** (launch into your Benefit Summary).

## **SALES SKILL # 61**

### **Personality Types**

Rather than a specific Skill, I'm going to cover some of the personality types we work with on a daily basis and a few Tips on how to better communicate with them. Although you shouldn't automatically classify different types of prospects and clients into specific groups, it's also critical to be aware of particular human traits.

**The Silent Prospect:** This prospect will listen to everything you say but doesn't want to agree with you in fear of getting too involved and being sold. Ask direct questions and force them to state opinions. Don't rush your presentation but rather be patient and encourage the prospect's involvement.

**The Analytical Prospect:** This prospect likes to thoroughly analyze and ponder your presentation and normally ends up telling you that they want to think it over. Tell the prospect how your product or service has evolved. Review the research and explore the important areas and details. Be thoughtful and slow in your presentation to demonstrate that you are also analytical.

**The Technical Prospect:** This prospect needs the details, components and exact procedures. Don't make any statements or claims unless you back it up with the nuts and bolts of how, why, when, where and what.

**The Shopping Prospect:** This prospect will want to know the price right up front. You have to sell value and delay the exact figures and final negotiations until the end of your presentation. If you haven't built value they will stall by asking for further material, references or more detailed proposals.

**The Hostile Prospect:** This prospect makes it clear that they have been hurt or complains and disagrees a lot and in general lets you know that they don't need you. You have to allow them to dump their pain and anger and then stress benefits in your presentation and be positive, optimistic and friendly.

**The Know It All Prospect:** This prospect normally has a huge ego. They try to impress you or even intimidate you. Help this prospect feel that they are the teacher and you are the student. Show appreciation for their expertise and demonstrate the personal benefits that they will receive with your product or service.

## **SALES SKILL # 62**

### **More Personality Types**

Rather than a specific Skill, I'm going to cover more of the personality types we work with on a daily basis and a few Tips on how to better communicate with them. Although you shouldn't automatically classify different types of prospects and clients into specific groups, it's also critical to be aware of particular human traits.

**The Closed Minded Prospect:** This prospect can be abrasive and skeptical of anything new or different. Get a commitment that they will at least listen and demonstrate the fear or loss of not using you or your company or your product or service.

**The Security Conscious Prospect:** This prospect will display a strong need for understanding or even friendship. Don't be overpowering or threatening. Relax and give a presentation that stresses the improvement of their personal, family or job situation. Concentrate on facts and figures that offer reassurance of their well being and piece of mind.

**The Procrastinator Prospect:** This prospect usually sounds and acts disorganized. They tell you that they want what you have but they need to wait till next week, next month or the next leap year. The prospect is simply avoiding the chance of failure. You need to stress the benefits to them, sight case histories, offer referrals, or satisfied clients and sell your credibility. End up by stressing the risk that they will be taking by waiting.

**The Buck Passer Prospect:** This prospect will tell you everything that you want to hear, the price seems right and they understand the details, they see the advantages of getting started. You may not have a decision maker at all and no amount of skills will help you sell someone that doesn't have the authority to buy.