

RECODE FACILITATOR PROGRAM

MASTERCLASS TRAINING #5

How to Master 1:on:1 Sales Conversations

THE EMOTIONAL PHASES OF THE SALES PROCESS:

PHASE I: CURIOSITY

The first emotion in the sales process is curiosity. You've never bought anything you weren't first curious about. Curiosity has an interesting relationship to information which is...the more information you give a person the less curiosity they experience, and it's a very common instinct to give as much information about our products and services to the customer as possible.

This is a huge mistake! Lingerie is sexy for what it conceals not what it reveals. Play around with statements that create curiosity and ones that don't. Notice that the more you talk about tangible results,

"Lose 1 pound of belly fat per day in 10 days!" or

"Make \$50,000 in your first week using this on-line system."

The more curiosity you might create.

Notice the more you talk about your methods, the more you reveal about your products features the less curiosity you will tend to create. If you are having a sales conversation with a lead that came from your marketing material, the curiosity should have been generated by your marketing. You must make sure that your customer has a strong feeling of curiosity before you move on to the rest of the sales conversation.

If you move on without that the rest of the process is going to be an uphill battle.

To make sure you can move on ask the curiosity benchmark question:

**"Are you curious about ____?" or
"What piqued your curiosity about ____?"**

When I do sales follow up after a teleseminar I start every call with 'What piqued your curiosity about the teleseminar?'

When you are deciding how to fill in the blank do NOT say things like:

"Are you curious about hiring a lawyer?"

"Are you curious about coaching?:"

Nobody is curious about coaching. Nobody is curious about your products or your service. What they are curious about is what they will get out of using your product or service.

Some good benchmark questions are:

"Are you curious about how I've helped other entrepreneurs double their income in a year?"

"Are you curious about the kind of partnership that your customers will thank you for introducing them to?"

Once you get a congruent "YES!" you have to move on to Phase II of the sales process. If you get a "No, not really" or "Sort of" or "I guess so", then you are still in Phase I. Time to engage the customer in what they ARE really curious about. Once they've told you something juicy then repeat it back to them in the form of a curiosity benchmark question:

"So what you are really curious about is how to get out of debt in the least painful way possible."

Then they'll say "YES!" and you are on to Phase II. Anything you talk about before you get that "YES!" is not selling...it's just chatting.

NOTE: Some people when are first practicing this process start using the word “interested” rather than “curious”. This is a bigger mistake than you might guess. Interested is a question of commitment. It’s like asking them to make a decision before you’ve done any of the work of selling.

Imagine you are walking down the beach and there are a number of vendors with items for sale spread out on blankets. A bracelet catches your eye and then you lean over to look at it.

The vendor says “*Are you interested in that bracelet?*” What do you say? You say “No.” The question might even cause you to stop your investigation and move on.

But what if the vendor says “*Are you curious about the design on that bracelet?*” That is a question that is easy to say yes to because it doesn’t imply any commitment. Don’t ask the customer to decide until you’ve given them the entire experience of the sales process.

Watch the demonstration of this phase in the **Video**.

PHASE II – EMPOWERMENT

People must give themselves permission to buy things...particularly expensive things. To pre-pave their ability to give themselves permission they must have the experience that they are empowered to make decisions.

One of the most common mistakes in sales is to spend a lot of time trying to convince someone to make a decision that they really can’t make. As a sales person you must make sure you are talking to the decision maker.

They must get their boss’s approval, they have to talk to their spouse. They have to run it by the board. If the person you are talking to can’t say yes then obviously the sales conversation isn’t going to go very well. Even seasoned

sales people find themselves in this trap having long conversations convincing people who can't buy that their products and services are worthwhile.

In this Phase you have a choice. You can decide not to check if you are talking to the decision maker or not, but if you don't check be prepared to lose a few sales by going all the way through the sales process only to hear your customer say "Well it sounds great but I'm going to have to check with my wife."

It's the same as saying *"I'm going to badly undersell the value of your offer to my wife and then let her to be the one to decide that we won't be doing this."*

When I first starting using this sales process I used the ole benchmark question, "Are you the decision maker?" The problem I ran into again and again was that people would say "Yes of course," then at the end of the day they would tell me, "I have to run it by the board to see if I get their approval." No one wants to admit they aren't the decision maker. They will routinely tell you that they are even when they are not.

There is a way to get a truthful answer while still giving the customer a sense of empowerment. The empowerment benchmark question is:

Assuming that you are the decision maker, and assuming that we'll end up working together, is there anyone else you'll need to check with before making a commitment?

If they are the decision maker they'll say "NO." Follow up immediately by saying "So, you are the decision maker then?" And they'll say "YES!" and that's the yes you are looking for and you can move on to Phase III.

ANCHORING

If you are talking in person you might want to tap them lightly on the shoulder or arm during the words decision maker if it's socially appropriate. "So you are the decision maker then?" It anchors their physical experience of themselves to

the meaning of the words 'decision maker' giving them a more solid sense of empowerment.

So what do you do if they say they need to check with someone? First of all, know that this isn't a sales conversation that you can close today. You must sell the decision maker if you actually want to make the sale. With that in mind I usually say something like:

"Great, we'll continue this conversation and you can determine if you want to recommend that we work together to your boss. Assuming that you do we can setup a time for the three of us to get together and talk about it. That way I can make sure that all of their concerns are directly addressed before we proceed. Sound good?" The customer will likely say yes.

Here I've done a few things. First, I'm pre-paving that we are going to work together and that the decision maker's concerns will be addressed. Second I'm reinforcing that even though they are not the decision maker they are still empowered to decide at least if we're going to recommend working together. Lastly I'm getting another "YES."

There is some debate about the number of yes's you want to get the customer to say before you ask for their money. We've heard numbers like 5 or 7 and have even heard 14. Needless to say the more comfortable and familiar it is to say yes to you the better it will be when it comes time to say the big YES. This is what NLP practitioners call the Yes Ladder.

For some of you it's obvious that the person you are talking to is the decision maker in which case you don't need to check. You can still create the experience of empowerment simply by reminding them that they make their own decisions. You can do this by saying "

"I'm glad you decided to sit down with me. By the end of our conversation you'll have everything you need to make a decision about what you are going to do."

Just like before, a light touch on the shoulder or arm this time on the word “you” goes a long way to giving the person a hit of the feeling of empowerment. It’s a physical reminder that they occupy their own body and that they are in charge.

Watch the demo of this phase in **Video 2**.

PHASE III – POSSIBILITY & TRUST (VALUE PHASE)

This is probably the most important phase in the process. The possibility that you are creating is the customers believe that the result that they want is really possible for them and the trust that you are creating is their trust in you to lead them to realize that possibility.

You begin this Phase by asking some variation of **“What do you want?”**

Spend some time really exploring the landscape of the world they’d like to create for themselves. Don’t assume you know what they want. Don’t allow them to give you pat answers or read from the cue cards with all the answers they’ve said a dozen times. Ask them specific questions that start to make that future look, sound, and feel real.

Some basic NLP questions can be really useful here like:

What would it be like for you to really achieve that?

What’s important to you about that?

What would having that do for you?

How will you know that you have it?

What’s it like now?

Once you have what you want what do you think will be next for you?

Become their tour guide leading them through their own world demonstrating that you understand them and understand what they want. This is the basis of the trust you are forming. If you are leading them seamlessly and expertly you are also developing the trust that they'll need to experience in order to follow you. If your leadership here is clumsy or too weak or too strong then when the customer needs to ask themselves whether they can trust you to lead them where they want to go, they'll encounter doubt.

It's a good idea to let them know that you understand them by sharing a similar story of your own here and there. Little comments that indicate you are really familiar with the world of what they want can work well too.

If their vision seems too far away or unrealistic, chunk down by asking them what some of the initial steps they want to take to go toward their bigger vision.

If they talk about things that seem too mundane, chunk up by asking them 'what will having that do for you?' or 'is that something that's really important to you?' You want to get them talking about a vision that gives them the most emotional charge which may not be the biggest vision.

In the back of your mind as you are a guest in their world be asking yourself is the result this customer is describing juicy enough to justify the price that I intend to charge them for my product? It should make sense on an emotional level (not necessarily on a logical level).

Once you are pretty sure that the customer is emotionally connected to their own possibility, they trust you as their leader, and the possibility feels a lot more valuable than the price that you will charge them, ask the benchmark question:

So what you want is _____?

It is absolutely crucial that you use their words here. If they say 'home', don't say 'house.' If they say 'upward mobility,' don't say 'corporate ladder. ' Of all the words in the English language, they chose the words they used carefully.

Respect those choices to make sure that you are maintaining the strongest possible emotional connection. If you need to, you can even write these words down to make sure you get them exactly correct - word for word.

If they have to do any mental translation to turn your words back into their own, you are losing valuable emotional intensity which will be what the customer uses to get over their own fear of commitment. Don't rob them of the tools they need to take a risk on you.

"So... what you want is.. blank". If you time it right, you'll get a big fat "YES". one of the most emphatic so far.

If you ask the question too early, or you let the customer talk past the peak - and ask the question too late, you'll get more of a "well, yeah" or even a "yes". Unless you are selling something for \$50 or less, respond to this partial yes by asking, "Sounds like there's something I missed". Then go exploring again. When you think you've found another peak, ask again, "So... what you want is blank... and also blank" "YES". Now its time to move on.

*Check out the Sales Demo for this Phase in **Video**.*

PHASE IV – READY TO ACT PHASE (URGENCY)

In this phase, you can lead off with the benchmark question itself, which is

"Are you ready to do something about that now?"

Some customers might misunderstand you and think you are asking, "are you ready to buy my product or service now". This is not what you're asking. You are simply asking about the experience of possibility that they just had.

Some future possibilities are really on the back burner. Some are urgent. You are asking which category this one fits into? Of course, asking this question actually **CREATES** an experience of urgency - because if you really want something, its hard to admit that you don't want to do anything about it. And

we're so familiar with the phrase "now or never" that asking if they're ready to do something about that now is like asking to choose between doing something now and never having that possibility become a reality.

Most of the time you'll get a solid "YES". If you don't, then again it's time to go exploring! This time, ask about what has them hesitate. Your focus here should be discovering how it occurs for them, NOT convincing them to want to do it now. The more space you give a person to think and talk about the urgency of something they want, the more urgency they'll experience. The more you try to make them feel urgency, the more push back you'll get, and the LESS urgency they'll feel.

Watch the Sales Demo in the **Video**.

PHASE V – MONEY PHASE (NO BRAINER)

The emotion you're looking for in this phase is the feeling of "No Brainer

Is it ok if I lend you my Ferrari? I have an extra 5-star spa treatment - want it? 3 Victoria's secret models need a ride to the party - can you help out? The feeling you might get when asked these questions is the feeling you're looking for here. You're not looking for the feeling of 'excitement' though - just the feeling that it's easy to say yes.

Oddly enough, the feeling of excitement (which is biologically nearly identical to fear) can get in the way of a sale rather than help you close.

Just like in phase 4, you can start phase 5 with the benchmark question. This question is asking the customer to make a comparison between the value of the possibility you explored with them in phase 3 and the price of your product. You are not asking them to buy yet - just to make an evaluation of comparative value. The question reads like this,

"Is _____ dollars an appropriate amount to pay in order to have _____?"

The blank here is the EXACT WORDS you used in the benchmark question in phase 3. This is why it might be helpful to write them down. Some other things to notice about this question. First - you are using the word "appropriate". In order for the customer to say, "No", they must make the calculation that it is inappropriate to pay that much in order to have what they want.

If you ask them if it is "worth it", its much easier for them to say no. Is a Rolex watch WORTH \$15,000? maybe not. Is it inappropriate to pay \$15,000 for a Rolex watch...well, I would say that is appropriate, sure. Depending on your audience, you may want to use the word "invest" rather than "pay".

Pros and cons: People don't like to "pay", but making an "investment" seems harder than paying for something. I tend to say "PAY" if its a few thousand dollars or less and say "investment" if its \$50,000 or more. Notice also, that you are inviting them to make the assumption that making the payment will insure having the results, without specifically making a guarantee that you can't back up. So again, **"is _____ dollars and appropriate amount to pay in order to have _____?"**

Your customer might think you're asking for their money - which is fine - but you are not. If they say something like "well, I don't know anything about your service yet, I can't possibly commit to buy yet" then gently correct them. *"I'm not asking if you want to buy, I'm asking if this problem or issue is worth X dollars to you. If its not a serious issue than that tells me we probably shouldn't be working together."*

This makes it clear that you are only asking the about a comparison of value. If you get a soft "YES" or even a "NO not really", then you probably missed the peak in phase 3. If you strongly believe the customer is a match for what you offer, but you don't have a "YES" to the phase 5 benchmark question - then go

back to phase 3 and begin again. Time to find a juicier possibility. If not, then end the sales conversation and move on...

Once you get your solid "YES", then you can move into the final phase.

Watch the Sales Demo in the **Video**.

PHASE VI – DETAILS PHASE (FEELING OF HAVING ALREADY BEGUN)

In the 6th phase, sometimes called the "details phase" you want to be creating the feeling of having begun.

Act as if they've already made their decision. In essence, they've agreed on the benefit, agreed to let you lead them to their possibility, agreed that they are ready to get started and agreed to the price. *All before you've said much at all about you, your company, or your product or service.*

Begin this phase by asking, "Is there anything else you need to know in order to make a commitment?"

You'll likely get a yes here too. The customer will then ask you questions about logistics and other details. Answer their questions while picturing in your mind the customer using your product or participating in your service.

Energetically, they are already your customer - now its just time to make it official. Once you've answered any major questions they have, then ask for the sale. *"How would you like to pay?"* or *"Ok, lets get you registered."* or *"When can we meet to firm up the contract?"* Don't wait too long to ask.

Some customers seem like they'll never run out of questions. If you get the sense that the answers to the questions they are asking will not make a difference in their decision, go ahead and ask for the sale and then after they have put down their money, you can continue to answer more of their questions. If you got a congruent "YES" to the first 5 benchmark questions, you will close

the sale - its VERY rare that someone can make it to the details phase of the sales process and not be sold.

Be clear about which phase of the sales process you are assigning to each piece of your sales funnel. One mistake to avoid is to try to take people all the way through the sales process in your marketing piece, even though there's no way for the customer to buy only to start over when they have a sales conversation with you.

If you are sending an email that brings them to a landing page with your phone number, you might want the email to generate the curiosity, the landing page to empower them and begin the 'possibility and trust' and then when they call you, your conversation can very quickly benchmark curiosity and empowerment and dive right into Phase 3 possibility and trust.

Unless I'm trying to close people without talking to them, my personal preference is to restrict my marketing to the first two or three emotional stages, and hit those as deeply as possible. If you are trying to get people all the way to a 'buy now' button on a marketing page, then you obviously must take people through all the stages.

Once you get your solid "YES", then you can move into the final phase.

SOMETHING SCARIER THAN SELLING

Once you understand this process, you'll see that what matters is the quality of your attention on the customer, not the depth of your understanding of the details of your product or service. Follow along in your mind so you can track as soon as you start to practice this process, you'll be shocked at how easy and enjoyable sales conversations can be and you may be surprised by a few other things as well.

The first time we taught a group of entrepreneurs this process, I thought they'd be relieved to find out that they really had what it takes to be an expert sales person, and that they are now free to sell effectively.

At first they were, but then something unexpected happened - the month following this fairly dry material was one of the most emotionally difficult months of the year for people because they had lost one of their favorite excuses for not having the success they wanted. "That sales is hard and I can't do it".

You've had your last chance to "*not know*" how to sell. From now on, if you aren't selling - you'll have to realize that there is another, darker reason. I recommend facing this reason head on, and explore it by getting as much practice as possible in sales conversations.

As you practice, look out for these potential wrong turns.

- Moving on before you've really calibrated the emotion of the phase
- Benchmarking too late
- Letting the customer talk and talk as their emotional state fades away to nothing
- Not moving on once they reach their peak or not moving on once you benchmark - which is selling past the peak
- Going back to phases that have already been covered
- Answering questions (we'll talk more about that in a module called 'non sequiturs')

People who have a lot of experience with the process are silky smooth, but that's really not very important.

The process can work quite well *even* if you tell the customer "*Look, I'm kind of new at this and we're supposed to have this conversation in order - the first step is to talk about what you're curious about - can you help me stay on track?*"

They don't mind if you are new to sales, they just want you to be good at delivering your value.

Now that you have this structure, in one year, the difference between which of you is the most effective sales person and which is the least will come down to practice and repetition. Practice more, sell more, make more. It really is that simple.

There's something else that's scarier than selling.

You'll notice that the power of this sales process is that it emphasizes that the customer is buying greater access to their desired future from you - rather than just buying your product or service.

The more intense the experience of value, the better the sales conversation. This also means that you've made a promise to be instrumental in their attainment of that experience. They are borrowing your faith in their ability to realize that value. This means that they are counting on you. If you are selling a product or service rather than the customer's experience, all you have to do is deliver that product or service, and it's not your problem if the customer subsequently fails. This is a lower risk game, and the customer knows it. This is why this process is so effective, because you are exposing your heartfelt commitment to the customer - a rare and special thing in this world.

So be brave! Really commit to your customers. Face the reasons you haven't achieved what you want. They'll only stop if you turn away and pretend they're not there and through it all, practice!