

Double Your Sales in 30 Days – The Mini-Lessons

Thank you for downloading “**Double Your Sales in 30 Days – the Mini-Lessons**”, 7 lessons in modern, proven, consultative marketing and selling attitudes and methods. Remember that no matter how valuable these lessons are, they will only work if you actually use them. I hope you will make the very most of these lessons and use them to send your sales through the roof!

As an additional resource, if after reading these lessons you decide to purchase the book “Take Your Team to the Top: How to Double Your Sales in 30 Days from Implementation” you may take advantage of the Biz Forum Bonus we have set up to help you actually integrate these lessons into your own unique business environment.

Graduates of this training typically double their sales within 30 days of implementation, and the average increase in sales after 90 days (in a clinical trial run in 2003) was a whopping 598% (we tracked daily for 30 days to make sure everyone did exactly as we said and made these new strategies permanent habits!).

These lessons are extracted from the book “Take Your Team to the Top”, and include the following:

- ☑ Get to know your USE (Unique Selling Equation)
- ☑ Learn about effective database massage
- ☑ Learn why the old style of networking doesn't work and how the new networking brings better results and is far more enjoyable
- ☑ Learn about the emotional or psychological blocks that can get in your way and what to do about them
- ☑ Learn to talk the customer's language
- ☑ Understand the client's motivation
- ☑ Learn to tell them what to do, now, in a way that works

Lesson 1

You've Got to Know Your USE (Unique Selling Equation)

No doubt you've heard of the USP (Unique Selling Proposition) or CBA (Customer Buying Advantage), and if you haven't, you'd better hop into our article bank on www.speedbusinessnetworking.com and grab the article on the Customer Buying Advantage right away!

Well this lesson isn't about the USP or the CBA. Your **Unique Selling Equation** is actually about you, or about your company, and it involves identifying all the activities which you engage in that influence sales levels, directly or indirectly.

Some of these will be:

1. Advertising: newspapers, radio, television, other media
2. Sponsorships
3. Cold calling
4. Warm calling
5. Database message
6. Gifts (corporate souvenirs)
7. Formal networking
8. Informal networking
9. Acquisition of advocates or strategic alliances
10. After sales follow-up/feedback
11. Customer care throughout the whole "connection" experience with your company
12. PR and strategic marketing (eg viral devices such as RSS)

Except for 1 and 6, every one of these activities is absolutely essential for any company. But the question is, when do you do these activities, and in what proportion?

Quite obviously, the most productive activities must be allocated the most amount of time, and these are:

- Database message
- Networking
- After sales follow-up/feedback

These are the 3 activities that time and time again will be responsible for producing the overwhelming majority of your sales prospects. And those prospects will always be warm!

Smart professionals realise that this is an important step in taking action to eliminate cold calling forever!

Case Study – Real Estate Sales Person

Andy was just not getting the number of appraisals that he needed in order to achieve what was a very modest (though not unusual!) sales goal of 2 homes per month.

Looking at Andy's past history we calculated that he was selling 0.75 homes per month. He had been doing no cold calling (because he'd got disheartened and was now avoiding it), no networking (he said he didn't have time) and his sales activities were now restricted to letterbox dropping, attendance at sporting events, some of which he "sponsored", and hanging around the local shopping centre in his distinctive corporate blazer, handing out business cards.

When we asked Andy where his leads came from, almost invariably they came from friends or family.

Andy was making several mistakes:

- He was completely ignoring a perfectly good database, his "farm". Statistics showed that in his area, approximately 10% of homes would be sold in any one year. That meant that his database of just over 800 contained approximately 80 homes that were potential sales for him if only people knew about him, liked him and trusted him.
- Even though the majority of his leads were from informal networking (family and friends) he had been cutting back on socialising. The thought of *expanding* his network hadn't occurred to him!
- He was wasting precious time on unproductive activities that some kid could have been doing at 0.03 cents a pop! Letterbox dropping and doorknocking are not activities that a sales professional should be personally engaged in. Not when there is *no evidence* to show that they significantly impact on sales outcomes.

Andy's "Unique Selling Equation" looked like this:

1 hour of "accidental" networking each week = 0.75 home sales per month

The Unique Selling Equation we put in place for Andy looked like this:

2 hours of networking with family and friends + 4 hours of business social networking, plus 7 hours of database massage = estimated 5 home sales per month.

But of course the only way this will happen if it is scheduled in, day after day, week after week, and all the resulting statistics collated and analysed. Any top sales professional will tell you, if you don't plan and schedule your performance, and if you don't keep records on your performance, your performance won't happen!

Lesson 2

You've Got to Massage Your Database

There are many great programs for building up and tracking client databases. Your company may already have one in place. Such a database should at least consist of a list of "cold" contacts to call (prepared with enough numbers so that you're set up 2 months ahead), together with a box of file cards, diarised, for keeping your "warm" contacts in such a way that you call them in a planned, timely manner. So that you can properly assess each stage of your selling activities ("flying blind" is just plain *stupid*) you need to summarise your activities and the outcomes of those activities on a daily, weekly, and monthly basis.

There are a number of excellent software packages for doing all of this incredibly well and efficiently. ACT! is currently our preferred package, and it allows us to schedule calls and correspondence, as well as to send personalised HTML emails to individuals or groups in our database.

If you will do all of this, you are not only carrying out your profession *professionally*, you are well on your way to being a sales person who, in the words of Walter La Mer Talbot, "just can't help making good"!

In fact you just can't help making good, even in a depression! When you understand your client, use your clients' language, and know your sales stats inside out and back to front, YOU control your income, not people or conditions.

You Don't Have to Call Millions of People!

Believe it or not, you can easily and comfortably manage a data base of 1000 with just 1 hour a day (accounting for weekends, public holidays and annual leave, where you make no calls).

Do the math. To keep such a data base "warm", you'll need to make contact every 2 months. So you'll call each of those people roughly 6 times a year. That's 6000 calls divided by approximately 230 working days, or 26 telephone calls each day. It takes roughly 1 hour to make 26 telephone calls because these people already know you and the call is merely a courtesy call to let them know something new, or tell them there's a brochure or email coming, or whatever. Half the time they won't even be there and you'll just pop something in the mail instead.

The point is, your relevant message is in this person's face, in a nice way, regularly enough that if the need arises it is YOU that they think of first. You mustn't "sell" to this database, you just need to communicate regularly, consistently, and personally, with information that the potential client wants to hear. This is called "database massage".

The statistics on appointment "hits" from such a database are very interesting indeed:

1 st call	Less than 1% will see us
2 nd call	2-3% will see us
3 rd call	About 7% will see us
4 th call onward	More than 60% will see us

You can see why I just love databases! And you can see why I don't feel the least temptation to stop calling!

You Must Track Daily

As you'd see from Frank Bettger's example in the book "**Take Your Team to the Top: How to Double Your Sales in 30 Days – and Keep Doubling Them**", the moment he stopped keeping his statistics was the moment he began to fail. You absolutely must keep your stats. If you are the business owner and want to have absolute confidence in reaching sales targets you set, you must track statistics for every one of your sales people.

We have developed an incredibly simple reporting/tracking system for tracking your team's performance. It is so simple that you can effectively manage your sales team even while on holiday.

Every one of your sales people should be filling this sheet out on a daily basis and faxing it through to their line manager. In this way you can see at a glance whether anyone is failing to do their job professionally, whether that is due to procrastination or lack of organisation, or whether they may need assistance or further training.

In the event of any shortfall, you can respond immediately to get the team to make up these stats so that you can absolutely count on hitting the sales goal you've set. To wait till the end of the month or the quarter to realise that sales are down is just plain dumb! Why? Because the predictive information is right there, now. Why would you ignore it and simply wait to find out whether you made your targets or not? That information tells you *way in advance* so you can always do something about it – you can *always hit your target!*

So the tracking sheet should be modified according to the sales equation which has been identified for your company. You may, for example, need to incorporate "drop in" visits, regular mailers, and other activities that are a crucial part of your marketing strategy (only incorporate activities that have measurable evidence for their effectiveness – don't kid yourself by adding stuff that makes no difference).

You need to realise that you have 3 distinct databases and at least 1 sub-group, and they all need you to communicate with them differently!

Swans, Kookaburras and Ducks

Most marketing experts agree that databases can be divided into 3 distinct groups:

- The people who have an intimate knowledge of what you provide and who adore you so much that they send referrals to you hand over foot without your even having to ask.
- The people who understand what you provide, and do like you, but they don't think to refer unless you ask them. They need gentle prodding.
- The people who are not yet "on board", who may not even have bought from you yet, and who probably wouldn't refer you because they just don't know you well enough.

You could call these database segments A, B, and C, but we find that a bit boring and impersonal. We called ours Swans, Kookaburras, and Ducks, but it's the same thing.

Why We Picked the Bird Theme

Before anyone thinks I am belittling my clients by referring to them as birds, let me explain the story behind this! In 2003, when I first developed the concept of strategic alliance networking (which I called Speed Business Networking), based firmly on relationship building rather than deal building, it looked very much more like people standing around having a very good time. Rather than looking like a networking session, it looked like what it was, authentic business friends engaging with each other with mutual respect, in a nurturing and fun environment.

During one of these my husband arrived toward the end, to find me, glass in hand at 4 o'clock in the afternoon, laughing and chatting and having just the best time with a group of business friends. He said to me, in front of everyone bless his socks, "What are you doing here swanning about?" (Yes, we're still married, and it's a good thing I have a strong sense of humour! And you have to make allowances for engineers, they don't live in the same world the rest of us do ☺)

Anyway, I thought to myself "swanning about" – what a delightful way to describe networking when it's done the right way" and from there the idea of "Swans" was born.

So Who are "Swans" and When and How Do I Communicate with Them?

Swans had to describe my very best friends in business, the people that I just love to pieces, and whom I feel loved by in return. They're the people I have coffee and meals with, and invite to my home, and share my life with. They're the people I will

go to the ends of the earth to refer business to and who do the same for me. In fact recently, when one was ill, I offered to go in and help with her business. That's what friends do for each other.

We didn't pick each other because of any deal we could see. We didn't pick each other because of perceived "usefulness". None of those things are a valid basis for friendship. We picked each other simply out of mutual admiration and recognition of shared values, principles and philosophies. When we eventually grow old and retire, it's likely that we'll still be friends.

The deals, referrals, and other support that have flowed from these relationships are a natural function of what happens when people who like each other spend time together. And it can't be faked.

Swans are precious, and there aren't many of them. We treasure each other and we take every opportunity for a quick phone call or coffee, or even write off a whole afternoon for a terrific lunch and chat. Invariably we discuss the businesses we're so passionate about, and have enormous fun working and dreaming together to help each other.

Something like 80% of referrals comes from our Swans. It's only natural that we'll spend at least 80% of our networking time with them – and it sure doesn't feel like networking in the conventional sense of the word. When I've spent time with one of these wonderful people I come away thinking "It's people like these I went into business for" and feeling inspired and motivated to do even more.

Kookaburras

Kookaburras are people whom I like, and whom I'm pretty sure like me too. They might not have bought from me, but they could in the future. They're happy to recommend me, but I do have to remind them.

How do I remind them? Simply by keeping in touch. 2 months is the maximum I will go before getting back in touch. More typically I'm sending little tidbits of news, announcing events, or sending our monthly ezine "Business Strategies for Success". About once a month we call them for a quick chat if they're around, and we might suggest meeting either in their office or for coffee.

Importantly, we're never in any way pushy. We're friendly, we're warm, we're informative, we're caring. All we're saying is "this is us, and we're here if and when you want us".

And as we're getting to know these people better, we're looking for the Swans amongst them: more business friends to welcome into our inner circle.

We spend about 15% of our networking time with our Kookaburras.

Ducks

Ducks don't know me very well, and I barely know them. Maybe we just don't "click" or maybe we just need more time getting to know each other. I can't get inside their heads and force them to like me – all I can do is to stay in touch, keep letting them know I'm here if they need me, and wait.

Sometimes Ducks turn into Kookaburras or even Swans, but in any case we would be very silly to spend a significant portion of time with a group which represents almost zero business and zero referrals, and I don't even feel particularly "warm" about!

I am not going to communicate with the same warmth to the Ducks because that would be presumptuous of me. You know what it's like when someone you hardly know greets you like a long lost friend? That awful stomach churning feeling that you get when someone is pretending to like you? Don't gush over your Ducks – you'll send them quacking to another pond altogether!

Your number one priority when communicating with your database (massaging it) is "What value can I provide this person in order to prove my worth to them and at the same time gain trust and respect?" If you will only do that, you will have so many warm referrals coming to you that you will find it difficult to keep up. At that point you do not have to "sell", because your clients have already made up their minds to buy, and to buy only from you.

Lesson 3

You've Got to Network

Informal networking is easy for most people – we do it all the time when we spend time with family or friends. We're "networking" even when we're sitting on the couch watching television with our beloved, because "networking", after all, is just a fancy word for spending time with and relating to people.

Formal networking has become another kettle of fish altogether because most people get it so very, very wrong. In fact most people think networking is standing around with a drink being bored to death by a series of 15-second elevator pitches and pretending to be interested in people just so you can give out as many cards as possible in the course of a couple of hours.

That's not networking – that's torture!

The New Rules of Networking

Profitable and enduring business relationships cannot be achieved on the basis of a "deal". As in our personal lives, success depends on liaisons built on trust and on common principles and values.

In building business relationships, we should not be looking for obvious or direct benefit, because real benefits are a product of the quality of the relationship! Without an authentic business friendship, there is no real deal! Without an authentic business friendship, any deal made is likely to be one you'll regret!

What's Out!

- Stuffing your card in someone's hand the moment you've met
- "Working the room", 15-second "elevator pitches", or "selling at people"
- Only being bothered with people who look like potential business for you
- Thinking you have to make an impression
- Having an attitude of "what's in it for me?"
- Thinking that if you didn't meet whom you wanted to it was a waste of time
- Thinking if you didn't get a referral, make a sale, or arrange an appointment, it was a waste of time

Why?

Every one of these behaviours, attitudes, or beliefs has in common the fact that they are plain self-interested and rude. In fact, if we attend networking with any of this operating we may as well turn up wearing a neon sign above our heads that says "I am rude and self-interested" - that's how obvious it is.

And you know who will want to deal with us? Other rude and self-interested people! Do we want to deal with them? The other type of person who may deal with us is a

vulnerable person who hasn't seen our type coming before. Inevitably, that will lead to problems anyway. So there must be a better way.

A New and Better Way to Network

When people remember that business is part of life, and life is about relationships, they automatically behave in life-enhancing ways, humanizing and enriching the process of networking.

This results in gestalts of people (brain tanks) working together for each others' success, creatively looking for ways to refer or to assist. The outcomes are little short of amazing. And it's easier and a lot more fun. When you go networking:

- Go with an attitude of giving
- Look at the person in front of you, not the potential deal
- Don't give your card until asked
- Never make a presentation unless asked
- Know that every single person in that room could help you in some way
- Take off your business mask and just be you
- Realise that it's about the quality of the relationships you are forming, not the direct deals you do
- Ask for other people's cards and be genuinely interested in them, not just in what they "do"
- Follow up promptly after the meeting with a short personal note (and a small amount of marketing material only if requested!)
- Know what your own principles and values are
- Do deals only with people who share them!

Good networking is not about doing deals. It's about sharing goodwill and expertise with people you like and respect. If you do that, you'll be shocked and amazed at the referrals and creative assistance you can give each other, because these flow naturally out of the quality of the relationship.

The old way of networking is anathema to relationship quality and offends and devalues us as human beings.

If you want to quickly form authentic, enduring business relationships that flow quantum referrals to you whether you're awake or asleep, at work or on holidays, then Speed Business Networking is the answer to your dreams, because at those events, everyone is playing by the same rules.

Just ask the people at Speed Business Networking who've done exactly this, and have doubled and quadrupled their revenue as a direct result.

The Problem of the Introduction

When we meet someone new at one of these gatherings, we're usually curious about what the other "does". Some networkers practically take out their garlic and crosses when people say "And what do you do, John?" I just think, "Oh for god's sake leave people alone to ask their little ice-breaker questions!" There's nothing innately offensive about asking what someone "does", especially at a business meeting, and the silly proposition that we should instead say "And what is it that you do, John" is just playing semantics.

However I do think we can answer the question a lot better than we have. In the past, people have been taught to answer the question with their "15-second elevator pitch".

It goes something like this:

Q "And what do you do, John?"

A "Well Fred (looking carefully at the other stranger's name badge) I offer a range of accounting solutions that will save your company squillions in operating costs every year, as well as maximising profits through better cash flow management."

Oh my god! It's like someone pushed his little robot button and off he went. I asked a simple, appropriate question for the sole purpose of striking up a conversation and I get a sales pitch coming at me! A half dozen of these and I'll feel like I'm walking down a market street in Bali, assailed from every side! Am I going to be glad to get out of that room! Or maybe I'll just find a nice person with a cheeky smile and hole up in a corner with them until the whole awful thing is over!

Can you tell that I absolutely hate elevator pitches? Not only are they rude, because you're making a sales pitch without being invited to do so, but they're ineffective because almost invariably the listener tightens up, shifts their weight backwards, and comes over all glazed-like around the eyes!

If you want to engage people with your answer to that question, you can do far, far better than that. You can come up with an answer that is not only non-threatening, but is maybe even humorous, and best of all, it gets the interest of the listener so strongly that they feel compelled to engage with you and ask a question to find out more!

Here are some examples:

Q "And what do you do, John?"

A "I specialise in underground accommodation." (John is an undertaker.)

- Q “And what do you do, John?”
 A “I have the connections to get you just about any drug you want.” (John is a pharmacist.)
- Q “And what do you do, John?”
 A “I’m a jewellery freak.” (John makes exclusive jewellery as corporate giftware.)
- Q “And what do you do, John?”
 A “I’m a virgin who keeps his promises.” (John works for Virgin Blue and organises corporate bookings.)
- Q “And what do you do, John?”
 A “I try not to eat myself out of business.” (John is a restaurateur.)

You get the idea? It’s pretty hard to come back merely with a “How interesting” when someone’s given you an answer like that. Most people are going to smile and/or look curious and ask us more questions. And we’re going to very happily answer them. Instead of putting someone on the back foot with an elevator pitch, we’ve helped them feel at ease and have related to each other on a very human level rather than like a couple of selling machines.

What to Say after the Introduction

Once you’ve figured out what each other does and asked any questions that you might have you’ll want to move on to more useful topics, rather than discuss the weather, or the paté, won’t you?

I tell people to use this opportunity to pick the brains of their networking buddies and be generous about having one’s own brain picked. In an average networking room, you’re going to find there’s an absolute minimum of some 250 years of shared experience, knowledge, and expertise. As well, some of these people, being outside your business, can give you the sort of bird’s eye view into your business that you would never otherwise benefit from.

So some good topics of conversation or

- What’s been your biggest business challenge and how did you solve it?
- What single marketing mistake would you never make again?
- What’s the best marketing strategy you ever used?
- Would you mind telling me, out of this list (produce list of ad headlines or slogans) which you think is the most eye-catching?
- Who do you know who could put me in front of Mr A from the XYZ company?
- Would you have the name of a good plumber, masseuse, hairdresser (fill in the blank)?
- What do you think is the secret of a harmonious, productive team?

- What's your favourite type of customer?
- How would I recognise that someone would be a good customer for you?
- Where's your favourite coffee shop for meeting clients?
- What do you think is the biggest mistake businesses make?
- How would you solve this business challenge that I have?

Obviously, not all these questions are appropriate all of the time, particularly the "Who do you know who could put me in front of Mr A". That's the sort of question you ask a Swan or a Kookaburra, not a Duck and certainly not a total stranger. Why? Because if you track down Mr A *through your relationships* you can be assured of being introduced to Mr A in a quality way. If you take "pot luck" you have no idea of the type of person your referrer is. *Who* introduces you matters, because it tells Mr A a lot about the type of person *you* are. Additionally, it is rude to ask such a favour of a stranger because there's no relationship. Why would they refer you when they don't even know you? You could turn out to be a complete idiot and cause them untold embarrassment. So there has to be a relationship based on trust and respect before you can ask such a question.

Take Time to Get to Know People

When you've met people you've taken a shine to at these types of events, do follow up appropriately. It might be appropriate to simply pop a personal note in the mail or email (don't send marketing material unless you've been asked). Or if you really seemed to get on, or have mutually identified a business need, call and make an appointment to meet or even to have coffee or a drink.

It is often in these informal gatherings that the real friendships form and the creative support or problem solving occurs.

A Warning

If, deep inside, you go into these types of meetings with the view that this person needs your product or service, you will not grow your network because people will sense your underlying motivation and will hold back from you.

Do not look on these informal meetings as an opportunity to wax lyrical about your produce or service. They are opportunities to investigate friendship, and that is all. Are you on the same wavelength as this person, or not?

If you try to sell yourself or your product at these events, people will freeze you out. It's not merely for fun that our motto at Speed Business Networking is "Seek to Add Value" not "What's in it For Me"!

Lesson 4

You've Got to Remove the Blocks

It's all very well to know what to do, and how to do it, and when to do it, but what if you still can't?

Fears and Other Things That Stop Us

There is nothing wrong with having self-doubt. That can be highly appropriate if we're weighing up our skill to perform a certain task, or wondering if we can do something in a better way than what we have in the past, or if we're considering some feedback we've been given and wishing to determine whether we did indeed make a mistake of judgement or behave in a less than glorious way! If we lost our ability to doubt ourselves, to make judgements on our thoughts or actions, we'd find it difficult to function as a competent adult!

So that type of self-doubt is not a problem. What certainly is a problem, because it paralyzes us and detracts from our quality of life, is the negative emotion or even pain that accompanies even appropriate self-doubt.

The other type of self-doubt, the shamed, humiliated, inferior, inadequate, stupid, dumb, hopeless, helpless, hapless feelings, that type of self-doubt is a problem also. And it's not just our problem, is it? When we're like that we're not fun to be around. We bring others down, especially the people who are close to us.

Confidence and self-doubt are part of our identity or self-image. It's important to realise that most of our self-image is beyond our conscious control, a huge mass of unconscious, conditioned programming that completely and utterly runs our lives for us. Conditioned programming that was, in the main, put there many years ago.

What We Learned Growing Up

"Finish what's on your plate or you won't get your pudding!" "You can't leave the table till you finish your plate!" "Finish your plate – there are children starving in Africa!" "Your mother cooked that and you'll eat it!"

Who hasn't grown up hearing *that* at least a million times! No wonder it's almost impossible for a grown adult to push away a plate with food on it, without guilt. And if you were one of several children, do you remember what meal times were like? Did you have to get in quickly before the others got everything? Did your parents use food to reward you, to quieten you, to console you or to shut you up? Guess what, you learned the "meaning" of food and chances are you're still living that out today.

Or maybe when you were a kid, you heard the old "*children ought to be seen and not heard*" routine a million times. If you were "*brought up to be humble*" no doubt your parents used overkill big time and you'll have a whole swag of stuff running

around in your head about authority and undeservedness. How could we expect to be told “*shut up*” a million times and still be a confident speaker!?

There are thousands and thousands of these pieces of programming inside our heads and these run automatically (they have become conditioned responses to various triggers). Collectively, this is the auto pilot that runs our lives when we’re not looking. Like any auto pilot, it follows a set of rules, or programming, that respond to feedback in order to stay on its designated track. If the programming contains an error, the auto pilot won’t recognise that, it will just keep right on flying, right into a mountain or into a storm – because it doesn’t think for itself.

Do You Think You Feel, Decide or Act Using Your Own Free Will? Think Again!

What is it that causes us to engage in the same thoughts and behaviours over and over again? Are we actually making such decisions from our own free will? Do we sabotage ourselves deliberately? What is going on!?

All of us engage in repetitive habits that have built up over a lifetime, and anyone who’s ever tried to deliberately change a habit will know what a hard job that is to try to do it by willpower. Talk about frustrating!

However when we understand some simple facts of neurology, we can breathe a sigh of relief to know that it was never about willpower – it was about unconscious conditioning!

What do I mean by “unconscious conditioning”? Have you heard of Pavlov and his dogs? Pavlov was a behavioural scientist very interested in how animals (including humans) learned to behave in automatic ways. He ran a famous experiment on dogs where every time the dogs were fed, a tuning tine would be rung. He soon discovered that if the tuning tine were rung, even with no food, the dogs would increase their salivation rates. They had learned to associate the sound with food, and their brains had linked a stimulus (the sound) with the response (salivation).

We humans have many, many stimulus-response associations. When we hear a special song, we feel a special way. When we see someone’s hand reaching toward us in handshake, we find our own hand rising by itself. When we smell onions sizzling on a barbecue, our mouths water even though we’re not hungry. When we attempt to leave a half-full plate on the table, we get the same guilty feeling we got as a kid with the old “kids starving in Africa” routine from Mum or Dad. Certain sights, sounds, touches, smells and tastes, cause us to feel or behave in very predictable ways.

Now you might be thinking, “I can be aware of that and stop it.” The trouble with that theory is that there’s too much to be aware of. Your unconscious mind is running several million responses at any given time. Your conscious mind can track only about 7 of them over the same period. That’s a pretty big gap!

When you realise how the mind and body work together this strange problem becomes quite easy to understand. Simply put, it is not our conscious mind which runs our life at all. We are operating under a total misconception if we think that we are "in control". We are not. Our unconscious mind makes decisions even before the conscious mind realises that a decision can be made. So the trouble with trying to control our responses is that the unconscious mind has responded before we even consciously become aware that we have responded.

Our unconscious mind responds automatically and rapidly (less than 0.02 seconds) to what’s going on around us. How do we “stop” something that’s already happened!? Our conscious mind is just the bystander, observing it all happening!

This is exactly why it is not your fault if you get nervous in front of groups, or hate to make cold calls, or have a problem with paperwork. There is literally nothing you can consciously do about it. You are like the "ex" smoker who becomes aware that she is standing at the smokes counter taking change from the packet of cigarettes she doesn't even remember asking for. The unconscious mind will have its way!

Now that might sound pretty depressing, but in fact it’s quite the opposite! Now that we properly appreciate and understand the true nature of the problem, we can stop wasting our time trying to apply willpower and actually do something different. ***“If you want a different result, use a different strategy!”***

Fortunately there are now things that can unconsciously be done about this serious problem. Using techniques from NLP, we are now able to extinguish (eliminate) all conditioned responses around this programming so that we revert to our original, healthy programming. This is the key to permanent change.

Up until now, when doing our best to go about our business, we have tried to do that despite an underlying feeling which could at best be described as uncomfortable, and at worst distressing. Just think of cold calling, dealing with a difficult customer, chasing up monies owed, asking for referrals, keeping paperwork up to date, and you’ll probably trigger some of those feelings!

Despite all the positive thinking, all of the determination and commitment and guts that we can muster, we have not been able to eliminate that stress. We have merely tried to get around it or through it. Or maybe even pushed on in spite of it.

That was maybe OK in the past because it was the best we could do. Nowadays, thanks to techniques like “The Resource Triangle” and “NeuroStim” taught by The Lifeworks Group right here in Perth, there is no excuse for allowing those negative emotions or physical feelings to impinge in any way on the job we need to do!

Just like an elite athlete, we cannot possibly achieve peak performance if our mental attitude is not completely congruent with our conscious desires or decisions.

- Imagine what it would be like to no longer think about the calls you wanted to make than you found yourself naturally and effortlessly drawn to the phone and into those calls with a feeling of pleasure and enjoyment.
- Imagine what it would be like to hear a series of objections and instantly be able to access several possible courses of action and weigh them up rapidly and accurately.
- Imagine what it would be like to feel so unselfconscious and relaxed that 100% of your focus could be on your client or potential client.
- Imagine what it would be like to have total conviction of your ability to earn whatever you chose.

How much could that impact on your earning potential?

Fear, Doubt and Limiting Beliefs are Just Neurological Recipes

Every single emotional or physical response we have, depends on a precise, perfectly sequenced array of neurological processes. Without that, neurotransmitter activity would not cause hormonal reactions and we would not experience emotions.

No neurotransmitters, no adrenaline rush, no “fear” feeling.

Ever wondered why you get that same feeling in your gut or chest every time you think of making cold calls? It’s that sure-fire neurological recipe at work again!

Don’t put up with it, take action now to identify and get rid of these limiting emotions, permanently! There is a very inexpensive ebook call “Rapid Techniques for Self-Help” available in the products section of www.bmsa-int.com. Excitingly, it gives detailed, step-by-step instructions for using 6 very powerful techniques to help change attitudes almost effortlessly. Clinicians and clients from all over the world have found it so helpful that it’s actually the number 1 best seller on that entire site.

Lesson 5

You've Got to Talk the Customer's Language

The greatest mismatches and misunderstandings in communication come because we make the mistake of thinking that people think in the same way, and that words have precise universal meaning.

People do not think in the same way, and words have very different meanings, depending on our experience of the world. Without understanding this, we inadvertently turn many clients away simply because they do not "connect" with us.

We experience "reality" through our senses. That is all we have. When we seek to describe our experiences, we cannot help but *display* the senses through which we "make sense" of our world. Notice we are not describing the world, but our "map of the world" which by its nature can never be complete and may in fact be far from "real", at least when compared to the experience of most others.

This is partly because we have different preferences for using different sensory representational systems. Some people process their experiences mainly visually, others mainly kinaesthetically, and so on.

Predicates

These are the linguistic cues which alert us to which sensory representational system someone is using. It can be most helpful to recognise and pace these in order to build and maintain rapport, and in fact if you do not pace these you may find your client or colleague has difficulty in trusting you or even understanding you.

Look at the chart overleaf to understand how words so accurately reflect the senses we've used to perceive the world around us:

Visual Predicates

see
look
appear
view
show
illuminate
clear
focus
imagine
picture
catch a glimpse of
dim view
get a perspective on
eye to eye
in light of
make a scene
mind's eye
pretty as a picture
showing off
take a peek
well defined
vivid
clarity

Auditory Predicates

hear
listen
sound
make music
harmonise
tune in/out
be all ears
rings a bell
silence
resonate
deaf
overtones
attune
outspoken
tell
clear as a bell
call on
clearly expressed
describe in detail
earful
give me your ear
word for word
orchestrate

Kinaesthetic Predicates

feel
touch
grasp
get hold of
slip through
catch on
tap into
make contact
throw out
turn around
hard
concrete
get a handle on
touch base
boils down to
come to grips with
connect with
cool/calm/collected
firm foundations
get a load of this
get in touch with
slipped my mind
hand in hand

You might also from time to time hear some predicates which could be described as gustatory or olfactory: tasteful, tasteless, stinks, soft buttery fabric, peachy! Most NLPers tend to lump these together with kinaesthetic predicates.

Some words don't seem to be attributable to any particular representational system: consider, think about, believe, calculate etc. This type of language is often used in technical or academic reporting and is considered to be "auditory digital".

Exercise - Gaining Facility in Switching to Other People's Language

It's important to gain the ability to switch easily to your clients linguistic style. In writing, describe the *same* sales proposal 3 times, using first visual, then auditory, then kinaesthetic predicates. Take about 4 lines of writing each time.

What is your preference do you think? (Which was easiest for you?) Take care now to listen out for these special cue words that tell you how the people around you are thinking and processing their experience, and the decisions they make!

Lesson 6

You've Got to Understand the Customer's Motivation

There is not a customer in the world who gives a damn about the very good reasons you think they should need or want your product or service. Customers have their own reasons for buying, and we would be plain stupid not to do our best to find out what they are.

Questions are Powerful

It used to be we'd visit a client in order to have an opportunity to "make a presentation". That always was a silly concept and it's one whose time has well and truly been and gone!

If you want your "hit" rate to go through the roof, you need to turn the sales process on its head. You are not going to your client to "present", you are going to "discover". If you discover enough, you will make the sale. And there'll be a lot more where that came from. *And* you'll get referrals.

Questions to Elicit Your Client's REAL Reason for Buying

Why do people buy? Most times not for the reasons we thought!

Say you're in life assurance and you know your client needs to have life assurance in order to secure his/her asset base, or to ensure that his family is able to have financial support should anything happen to him/her. Great. So you launch into the ways your product can do exactly that. You're really excited, the benefits are obvious, your client can't afford not to buy And yet you clearly sense you're not getting through. What's wrong?

What's wrong is you presumed you knew what was in your client's mind. You presumed that what mattered to you also mattered to your client. Often, nothing could be further from the truth. Your client is almost never interested in life assurance, or a new television, or a new car, or a new training program. He or she is after something else altogether and if you want to increase your sales effectiveness, pay attention to the three magic questions I'm about to share with you.

1. *What's important to you about (a car, your business, your family, the home you're looking for).*
2. *And what does that give you (what outcome do they get when they have the thing that's actually important to them).*
3. *And what does that mean to you (what is the greater purpose underneath that outcome).*

Eg:

Car Salesperson: Steve, what's really important to you in a car?

Steve: Well it has to be reliable.

Car Salesperson: And if it's reliable Steve, what does that give you?

Steve: Well it's not going to go breaking down on me.

Car Salesperson: And in real terms what does that mean?

Steve: I'm not going to get left on the side of the road and end up late for meetings!

Can you see that what Steve wants is not a new car at all. He wants reliability and he wants it because he is "away from" motivated. To help Steve buy, you need to stress the reliability of the vehicle and how that *won't* leave him stuck on the side of the road and he *won't* have to worry about being late for meetings.

You would NOT stress how this would give him peace of mind, ensure he got to meetings on time, etc etc etc! Steve is not thinking about the benefits he'll gain: he's thinking about the ***problems he'll avoid***. Your language must reflect his thinking style or you'll mismatch him totally!

When you ask these three questions repeatedly during the conversation, you'll discover not only what it is the customer really wants, but also how he/she ***wants you to sell it to them***.

Lesson 7

You've Got to Tell Them What to Do Now, in a Way that Works

Once upon a time, this was called “closing”, the act of getting that final “yes” that closed the deal. The basic rule was “ABC”: Always Be Closing.

Now based on what you've read so far, how stupid is that? If we followed ABC, we wouldn't even know *what* we were closing! If we've done our job correctly we have:

1. Ensured we have excellent rapport
2. Asked intelligent questions to accurately identify the client's problem (used to be called a “need” but that term is far too wishy washy to have the clout to cause someone to make a purchase!)
3. Asked intelligent questions to identify the thinking styles underneath the client's strategies to solve the problem (what sensory representational system/s are they operating with, what meta-programs are they operating with, what are the higher values that are driving their behaviour)
4. Asked intelligent questions which have fully dealt with any objections or limitations they may have voiced or non-verbally indicated (meta-model)

If we've done all of that, there is literally no need to close because the client is closing himself/herself. We're now there only to notice (calibrate) the buying signal and allow the client to buy.

Nevertheless, the client can be helped to do this more smoothly through the use of *embedded commands*.

Now I must tell you that embedded commands are very powerful and manipulative. Certainly you can actually, quite often, get people to do things that benefit you rather than them. And you might be tempted to start thinking in terms of manipulating people, or having power over people.

I strongly urge you to maintain an ethical approach because although embedded commands are certainly that powerful, to use that type of technique in an attempt to manipulate, immediately pulls you out of any rapport state you may have created with your client. What happens next for the client is usually quite unconscious. He or she becomes aware that “something is not right”. They can't quite put their finger on it, but they have a sense of disquiet. They may very well go on and complete the deal, but I'll tell you what -- you probably won't get another deal from this person, and it is even less likely they will ever refer you to a friend or colleague. The client may not know why, but they will know that they don't like you. That there is “something about you”.

Never, ever use embedded commands for your own advantage. Use them only for the advantage of the client when he or she has indicated, verbally or non-verbally that it is time to buy. Using embedded commands with intent to manipulate is plain dumb!

Embedded Commands

All of us use embedded commands all of the time. An embedded command is a directive pattern of speech “hidden” within a communication. Although they are “hidden” from the conscious awareness of the listener, nevertheless they are not hidden from the subconscious, and the subconscious often responds to them very obediently.

Unfortunately many of the embedded commands which we already use in habitual speech are quite negative:

Teacher: “Now don’t FORGET TO BRING YOUR BOOK TOMORROW!” (most of the class forgets)

Mother: “Be careful Johnny or you’ll DROP THAT!” (Johnny starts to falter)

Me: “Don’t THINK OF A BLUE ELEPHANT.” (how can you not!?)

Positive embedded commands would be much more effective:

Teacher: “Now REMEMBER TO BRING YOUR BOOK TOMORROW!” (most of the class remember)

Mother: “Be careful Johnny and KEEP THAT VERY BALANCED!” (Johnny stays on track)

Me: “Can you IMAGINE A BLUE GIRAFFE?” (a blue elephant probably did not come to mind)

Why is it so? It is not possible to understand the first three examples without imagining forgetting, or dropping, or thinking of a blue elephant. In the second three examples, it is not possible to understand them without thinking of remembering, or of keeping balanced, and you certainly wouldn’t have thought of an elephant when I first asked about a giraffe!

Our actions tend to follow wherever the mind is pointing. Remember when you were learning to drive a car, and developing a sense of just where you were in relation to the centre line and the edge of the road? If you were focussed on the edge, the car would seem to veer towards it, and if you were focussed on the centre line the car would similarly veer towards that! The only way to keep steady on the road was to line up with a point other than the edge or the centre line and keep your focus there.

Now that you know what an embedded command is, what embedded commands would you like to direct your client’s mind (and signing hand) toward? How about these:

Take it today
 Make this yours today
 List with me
 Take delivery of this product
 Engage our services
 Make a commitment today
 Join our program
 Enjoy using this product
 Endorse this proposal
 Etc, etc, etc

It is easy to mark out such commands using command tonality (lower your voice towards the end of the command) and by pausing in your speech before and after the command.

Example:

Joan, you've told me that it's important to you to lose weight so that you can fit into those gorgeous clothes in your wardrobe, and also so you can play with your grandchildren and actually enjoy it. You've explained that that would give you a sense of real satisfaction and achievement and a feeling that you really belong in the family and are part of it. If you did decide to **JOIN OUR PROGRAM TODAY**, JOAN, that would mean that you could start losing that weight right away, and when you **MAKE THIS PROGRAM YOURS, NOW**, you'll enjoy being able to look in the mirror and see yourself in those gorgeous clothes again. It's especially important, Joan, to **MAKE A COMMITMENT TODAY** so that you can again really enjoy the feeling of belonging in this family and of being able to fully take part in family life again, isn't it, Joan. Let's **ENDORSE THIS AGREEMENT RIGHT NOW**, shall we, so you can **GET STARTED RIGHT AWAY**.

Notice we've replayed Joan's words, and we've mirrored back her "towards" meta-program. If we had started talking about how if Joan didn't join today she'd end up doing nothing and then she'd never lose weight, we would have mismatched her thinking style and her motivation style. Or if we tried to increase her pain in other ways by really getting into how she didn't want to miss this chance to get back into those old clothes, or that if she didn't lose weight she'd miss out on time with her grandchildren, the whole thing could backfire because Joan has told us *nothing* that would lead us to suspect she is motivated by pain!

Better Ways to Close Sales

How many closes do you know? Just about every sales course puts the emphasis on closing. Many sales courses exhort the ‘ABC’ of closing, ‘Always Be Closing’.

In our opinion, most of these closes were never effective and many of them were downright counterproductive, with people having heard these ingenuous ploys so often that they were offended the sales person thought them so naïve!

Even the “puppy dog” close has lost its punch, with people now quite happy to take your expensive car out of the lot and use it for the weekend, bringing it back Monday with a “no thanks” and no guilt whatsoever!

That attitude to closing, and those techniques, are simply more and more ineffective as time goes on. It’s time for some new closes, but remember, unless you have genuine rapport with your client, unless you have thoroughly and carefully elicited your client’s values and buying strategies, even these new closes will not be effective!

A close is not a magic wand, it is merely a way of “wrapping up” a quality communication with your client.

Here are some quality ways to “wrap up” that don’t need to wait until the end of the discussion. Use them whenever your new calibration skills tell you the client is ready to buy. (If you use them before you have that signal, or before you’ve done a thorough and professional investigation of what your client actually wants, or, worst case scenario, before you even have rapport, these techniques may still work, but that’s called manipulation and will leave a very, very nasty taste in your client’s mouth. That is not the way to build client relationships that lead to more business and rivers of referrals. Play the game clean!)

The Summary Close

This close is based very soundly on the criteria elicitation process outlined in this manual. In this close we firstly remind the client why he/she decided to meet us and the challenge or problem we have been discussing. We turn the decision to solve the challenge or problem into an embedded command. We then replay the values and other criteria the client has shared with us. We then ask for the sale in a very particular way, with an embedded command, and end with yet another embedded command.

- 1 Charles, you came in today because you’ve decided it’s time to UPGRADE TO A NEW CAR.

- 2 You've explained to me that it's important that the car reflects the image you want to portray in order to send the right messages to both your employer and your clients. It needs to be powerful, with a unique profile that is nevertheless not "flashy". When your employer and your clients SEE YOU IN THIS CAR, that car will say "success" and is in that way a tool or even an investment in your career. In addition, this is a car your family will love, your wife and children will feel really excited about. It has the power and comfort required to take you on those driving holidays you've wanted to do for so long. This is a car that brings real bonuses to your life, including perfect balance between work and family. (Be careful here to feed back strictly what the client has shared regarding his/her values and purchasing criteria, and in the client's own words, not yours!)
- 3 Charles, I want you to TAKE THIS CAR TODAY (pause), for all the *obvious* reasons (gesture).
- 4 Isn't that what you would like to DO RIGHT NOW.

The More You X the More You Y.

This is a handy close that creates a "cause-effect" link in the client's mind.

The more you read this, the more you'll agree this is a great close. The more you sit there, the more you feel excited about what will come next. The more you disagree with me, the more you realize that I'm right after all.

Let's see how this might work with Sam, whom we're selling sales training to:

Sam, just take a look at these statistics of all past graduates' results. Even with nil results for 5 of these people, the overall sales increase, per participant, is an average of 598%! Sure, some people won't use it and will continue to struggle, but those who do more than make up for it.

The more you look at these solid results, the more you'll be convinced that it's time to SEND ALL YOUR STAFF ON THIS PROGRAM, because even if you have people who end up refusing to use it, you can HAVE CONFIDENCE that overall, you'll ENJOY INCREASED SALES of at least 500% in total.

The more you EXAMINE THESE FIGURES, the more you'll REALISE THIS IS EXACTLY WHAT YOU'VE BEEN WAITING FOR. With an average lead time of 3 months from appraisal to sale, don't you think we should JUST GET STARTED?

This pattern, 'the more you X the more you Y' can be used at various times during your presentation to the client. For example when mentioning a strong selling point:

This insulation will save you \$580 a year on your heating bills. The more you realise that, the more you see the importance of getting this installed right away.

For example, when addressing an objection or obstacle:

Client: I can't afford it.

Sales Professional: The more you do the figures, the more you understand how economical the new model is compared to the cost of keeping that old car on the road.

The Power of 'Because'

Once upon a time some researchers tried an interesting experiment involving attempting to queue jump at a photocopy machine at a university library.

The experimenter merely asked "Can I get in front of you please?" Not surprisingly, there was a massive rejection of this request!

Next the experimenter asked "Can I get in front of you please because I only have a few sheets?" Over 70% of the time the person said yes!

Finally the experimenter asked "Can I get in front of you please because I have some photocopying to do?" Over 70% of the time the person said yes.

'Because' does such a good job at implying a reason that we don't even need to add any more information. Notice where I wrote above:

*The more you look at these solid results, the more you'll be convinced that it's time to SEND ALL YOUR STAFF ON THIS PROGRAM, **because** even if you have people who end up refusing to use it, you can HAVE CONFIDENCE that overall, you'll ENJOY INCREASED SALES of at least 500% in total.*

Use 'because' every chance you get because that will certainly help your sales to grow!

In these 7 lessons you have:

- Learned that you have a **USE (Unique Selling Equation)**
- Learned about effective database message
- Learned why the old style of networking doesn't work and how the new networking works
- Learned that emotional or psychological blocks can get in your way and what to do about them
- Learned to talk the customer's language
- Understood the client's motivation
- Learned to tell them what to do now, in a way that works

Of course there is so much more to learn, particularly in understanding more about the client him/herself, reading the signs that tell you what to say and when, and developing yourself to the next level professionally.

And it's one thing to have the information in front of you, and quite another to integrate it into your unique selling environment. You'll get real results when you work with us to implement and refine these methods and strategies.

These lessons are just a small part of the wealth of information and practical skills and strategies contained within the book "Take Your Team to the Top" and for which you, as the purchaser, have full access to the personalised online advanced sales training and implementation. At just \$47 and instant download, this is the best value you could get. Check out the free preview on www.speedbusinessnetworking.com/sales_training_manual.html and see for yourself!

I've worked with many sales people to increase their commissions dramatically, and I look forward to working with you and making your sales dreams come true, in just 30 days from application. It's possible to work through the bulk of the training in just 1 week, leaving you almost a month to work with me and fine-tune your application in order to achieve remarkable results. I hope you'll grab your copy of "Take Your Team to the Top" on www.speedbusinessnetworking.com/sales_training_manual.html and join me today on the Biz Forum Bonus at www.speedbusinessnetworking.com.

I look forward to hearing from you!

Warmly



PS: Why not consider joining us as a FREE member of My Speed Business Network and enjoy all this:

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