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WORKBOOK FOR *HOW TO SELL ANYTHING* CLASS

CLICK ON THE 3 CATEGORIES OR 49 TIPS BELOW FOR QUICK ACCESS IN THIS DOCUMENT
(Chris will explain this in more detail during the class.):



[Category 1 \(Sales Psychology Tips 1-24\):](#)

[TIP #1](#), [TIP #2](#), [TIP #3](#), [TIP #4](#), [TIP #5](#), [TIP #6](#), [TIP #7](#), [TIP #8](#), [TIP #9](#), [TIP #10](#), [TIP #11](#), [TIP #12](#), [TIP #13](#), [TIP #14](#), [TIP #15](#), [TIP #16](#), [TIP #17](#), [TIP #18](#), [TIP #19](#), [TIP #20](#), [TIP #21](#), [TIP #22](#), [TIP #23](#)



[Category 2 \(Sales Communications and Technology Tips 24-44\):](#)

[TIP #24](#), [TIP #25](#), [TIP #26](#), [TIP #27](#), [TIP #28](#), [TIP #29](#), [TIP #30](#), [TIP #31](#), [TIP #32](#), [TIP #33](#), [TIP #34](#), [TIP #35](#), [TIP #36](#), [TIP #37](#), [TIP #38](#), [TIP #39](#), [TIP #40](#), [TIP #41](#), [TIP #42](#), [TIP #43](#), [TIP #44](#)



[Category 3 \(Sales Pricing Tips 45-49\):](#)

[TIP #45](#), [TIP #46](#), [TIP #47](#), [TIP #48](#), [TIP #49](#)

CATEGORY 1 (SALES PSYCHOLOGY TIPS 1-24):

TIP 1 OF 49: Smile and talk business later

Optional: Type your notes for Tip #1 in this box:

Optional - please take notes here before moving on to the next tip thanks!

Optional: How can you apply what you have learned about Tip #1 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 2 OF 49: Help the customer

Optional: Type your notes for Tip #2 in this box:

Optional: How can you apply what you have learned about Tip #2 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 3 OF 49: Overprepare for all meetings

Optional: Type your notes for Tip #3 in this box:

Optional: How can you apply what you have learned about Tip #3 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 4 OF 49: Body language

Optional: Type your notes for Tip #4 in this box:

Optional: How can you apply what you have learned about Tip #4 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 5 OF 49: Clothing and cosmetics

Here are the products that Chris mentioned:

- [Rimmel Stay Matte Pressed Powder](#)
- [Sephora Airbrush](#)
- [VocalZone Throat Pastilles](#)
- [Hydra Energetic](#)
- [Hydropeptide](#)
- [Colgate Optic White Overnight](#)
- [Voice37 - Vocal Remedy for Singers](#)

Optional: Type your notes for Tip #5 in this box:

Optional: How can you apply what you have learned about Tip #5 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 6 OF 49: Always be early

Optional: Type your notes for Tip #6 in this box:

Optional: How can you apply what you have learned about Tip #6 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 7 OF 49: Transparency builds trust

Optional: Type your notes for Tip #7 in this box:

Optional: How can you apply what you have learned about Tip #7 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 8 OF 49: Testimonials help you sell more

Optional: Type your notes for Tip #8 in this box:

Optional: How can you apply what you have learned about Tip #8 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 9 OF 49: Sense of urgency

Optional: Type your notes for Tip #9 in this box:

Optional: How can you apply what you have learned about Tip #9 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 10 OF 49: Don't oversell (stop talking)

Optional: Type your notes for Tip #10 in this box:

Optional: How can you apply what you have learned about Tip #10 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 11 OF 49: Understand customer reservations

Optional: Type your notes for Tip #11 in this box:

Optional: How can you apply what you have learned about Tip #11 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 12 OF 49: Risk free purchase

Optional: Type your notes for Tip #12 in this box:

Optional: How can you apply what you have learned about Tip #12 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 13 OF 49: Positive attitude

Optional: Type your notes for Tip #13 in this box:

Optional: How can you apply what you have learned about Tip #13 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 14 OF 49: You need yodas!

Optional: Type your notes for Tip #14 in this box:

Optional: How can you apply what you have learned about Tip #14 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 15 OF 49: Confidence leads to competence

When Chris asks you to, please complete the exercise below:

1: I don't care what people think of:

2: I don't care what people think of:

3: I don't care what people think of:

4: I don't care what people think of:

5: I don't care what people think of:

6: I don't care what people think of:

7: I don't care what people think of:

8: I don't care what people think of:

9: I don't care what people think of:

10: I don't care what people think of:

Optional: Type your notes for Tip #15 in this box:

Optional: How can you apply what you have learned about Tip #15 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 16 OF 49: Setting BIG goals / goal setting workshop

When Chris asks you to, please type your 10 year goals (please do not be conservative):

Optional: Type your notes for Tip #16 in this box:

Optional: How can you apply what you have learned about Tip #16 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 17 OF 49: Appealing to emotions

Optional: Type your notes for Tip #17 in this box:

Optional: How can you apply what you have learned about Tip #17 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 18 OF 49: Turn competitor weaknesses into your strengths

Optional: Type your notes for Tip #18 in this box:

Optional: How can you apply what you have learned about Tip #18 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 19 OF 49: Think like the customer

Optional: Type your notes for Tip #19 in this box:

Optional: How can you apply what you have learned about Tip #19 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 20 OF 49: Think like the competition

Optional: Type your notes for Tip #20 in this box:

Optional: How can you apply what you have learned about Tip #20 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 21 OF 49: Only sell to decision makers

Optional: Type your notes for Tip #21 in this box:

Optional: How can you apply what you have learned about Tip #21 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 22 OF 49: Small customers are just as much work as big customers

Optional: Type your notes for Tip #22 in this box:

Optional: How can you apply what you have learned about Tip #22 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 23 OF 49: Ask for the sale

Optional: Type your notes for Tip #23 in this box:

Optional: How can you apply what you have learned about Tip #23 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

CATEGORY 2 (SALES COMMUNICATIONS AND TECHNOLOGY TIPS 24-44):

TIP 24 OF 49: Become a thought leader & leveraging the media

Optional: Type your notes for Tip #24 in this box:

Optional: How can you apply what you have learned about Tip #24 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 25 OF 49: Repurposing your content

Optional: Type your notes for Tip #25 in this box:

Optional: How can you apply what you have learned about Tip #25 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 26 OF 49: Carrot and the call to action (CTA)

Optional: Type your notes for Tip #26 in this box:

Optional: How can you apply what you have learned about Tip #26 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 27 OF 49: Email is (still) the gold standard for getting customers

Optional: Type your notes for Tip #27 in this box:

Optional: How can you apply what you have learned about Tip #27 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 28 OF 49: Plugins and automation help you work smarter and not harder

Optional: Type your notes for Tip #28 in this box:

Optional: How can you apply what you have learned about Tip #28 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 29 OF 49: Crutch words & frameworks

Optional: Type your notes for Tip #29 in this box:

Optional: How can you apply what you have learned about Tip #29 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 30 OF 49: Your LinkedIn profile sells you!

Optional: Type your notes for Tip #30 in this box:

Optional: How can you apply what you have learned about Tip #30 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 31 OF 49: Be creative when selling

Optional: Type your notes for Tip #31 in this box:

Optional: How can you apply what you have learned about Tip #31 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 32 OF 49: Less is more

Optional: Type your notes for Tip #32 in this box:

Optional: How can you apply what you have learned about Tip #32 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 33 OF 49: How to be more confident when selling...

Optional: Type your notes for Tip #33 in this box:

Optional: How can you apply what you have learned about Tip #33 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 34 OF 49: All I heard was “not no”

Optional: Type your notes for Tip #34 in this box:

Optional: How can you apply what you have learned about Tip #34 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 35 OF 49: Treat people like celebrities and celebrities like people

Optional: Type your notes for Tip #35 in this box:

Optional: How can you apply what you have learned about Tip #35 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 36 OF 49: Avoid “those” people

Optional: Type your notes for Tip #36 in this box:

Optional: How can you apply what you have learned about Tip #36 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 37 OF 49: That person speaks "gooder" than me!

Optional: Type your notes for Tip #37 in this box:

Optional: How can you apply what you have learned about Tip #37 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 38 OF 49: Your alma matters

Optional: Type your notes for Tip #38 in this box:

Optional: How can you apply what you have learned about Tip #38 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 39 OF 49: You are never as nervous as you sound

Optional: Type your notes for Tip #39 in this box:

Optional: How can you apply what you have learned about Tip #39 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 40 OF 49: Politics when selling

Optional: Type your notes for Tip #40 in this box:

Optional: How can you apply what you have learned about Tip #40 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 41 OF 49: Brag more (tastefully)

Optional: Type your notes for Tip #41 in this box:

Optional: How can you apply what you have learned about Tip #41 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 42 OF 49: Ask your customer or boss “how am I doing” often

Optional: Type your notes for Tip #42 in this box:

Optional: How can you apply what you have learned about Tip #42 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 43 OF 49: Be honest and speak from the heart

Optional: Type your notes for Tip #43 in this box:

Optional: How can you apply what you have learned about Tip #43 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 44 OF 49: Listen

Optional: Type your notes for Tip #44 in this box:

Optional: How can you apply what you have learned about Tip #44 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

CATEGORY 3 (SALES PRICING TIPS 45-49):

TIP 45 OF 49: Upselling and cross selling

Optional: Type your notes for Tip #45 in this box:

Optional: How can you apply what you have learned about Tip #45 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 46 OF 46: Free trials

Optional: Type your notes for Tip #46 in this box:

Optional: How can you apply what you have learned about Tip #46 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 47 OF 49: Payment and subscription plans

Optional: Type your notes for Tip #47 in this box:

Optional: How can you apply what you have learned about Tip #47 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 48 OF 49: 100% money back guarantee

Optional: Type your notes for Tip #48 in this box:

Optional: How can you apply what you have learned about Tip #48 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

TIP 49 OF 49: Charm pricing

Optional: Type your notes for Tip #49 in this box:

Optional: How can you apply what you have learned about Tip #49 today to enhance your career or your ability to sell (or to make you happier and more successful in general)?

THANK YOU! :)

I hope you enjoyed the class!