

00:00 Hey guys, welcome to another Tomsemedia martial arts sales training course video and in this video which is titled becoming a black belt in sales we are going to teach you how to become increasingly better at sales we're going to get a bit deeper into some of the concepts and show you what it is exactly

00:20 that you need to do every single day in each consultation to become better and to actually become incredibly good sales to the point where you have amazing conversion rates.

00:30 So let's dive right into it and without further ado, let's go into what we're going to be covering inside of this video.

00:39 So here's what we're going to cover, right? We're going to cover building rapport, what it is, why it's important and how to do it, right?

00:45 Then we're also going to touch upon tonality again. How to use tonality to your advantage and actually make it work towards the sale.

00:53 Then we're going to talk about finding pain points how we close the gap, right? How we traverse the gap between the prospect that will everything we talked about in previous videos and then a very, very important one, which is going to be rude and abrupt leads, right?

01:07 This is sometimes happens. It is very unpleasant, you know, it's kind of like a taboo subject, but you do need how to deal with them, right?

01:14 So if you know it will happen, you know, you'll know how to deal with them. So very, very important video.

01:19 So let's get right into it. Right, so building rapport. First of all, what is rapport, right? We, that's the first question we need to make, right?

01:29 So rapport is that connection between people that build trust. People will buy from those they trust. Building rapport is. Is necessary so the prospect not only likes you, but also trusts you and feels safe for them.

01:42 You know, it feels safe for them, you feel safe for them. This will make them exposed to pain points a lot easier, which is going to be incredibly helpful later on in the objection handling stage and basically.

01:53 In the close, right? So if they feel comfortable with you, if you expose their pain points, you can later leverage them in the close and this is just going to make everything run way more smoothly.

02:07 Right? So let's talk about how we do this. Right? We do this through a common experience that and that could be a sport, school, career, life event, a family or cultural circumstance.

02:18 It could be similar values, common language, same city, you know, obviously probably has the same city. So things like that.

02:24 Right? And then also use it. In industry terminology, keywords or even being in a similar mental state. Right? All we try to do here is to make them feel good enough to talk about it with us.

02:35 And we obviously, you know, we're nice people so we can establish conversations through these type of things and we're going to build rapport.

02:43 Now how are these identified? Right? Well you need to ask questions. Your connection needs to be genuine, but it doesn't have to be perfectly matched, obviously.

02:53 Right? When you find a similarity, you need to be careful on how much in detail you want to know. To go into the subject.

02:59 Because that depends on how you perceive the person and knowing if this can affect them very much or not. So you need to establish a rapport on the back of three main things.

03:09 Right? Which are the prospects. Words, their tone, and their physiology. Right? These are main three things that we need to be paying attention to.

03:16 So how do we identify it? Well, we do this by analyzing their breathing patterns. We do this by analyzing their posture, their gestures, their facial expressions, and then we want to match their body language.

03:30 And match their tonality. And this is a technique called mirroring. And it was actually extensively studied by the CIA during the cold war.

03:38 And it is the most, it's been quoting as being the most, the closest thing that humans have to the. led up jedi mind, mind controlling trick, right?

03:49 Mirroring is insanely powerful and you should really not discover this and actually, you know, try to learn it and become a master at it because it's going to be insanely, insanely productive for you.

04:02 This is analyzed, you actually need to test the report, right? So change your movement or your body language and see if they follow you.

04:09 If they do and quickly, right? Then you have the connection you need. This will happen quickly, right? As in like within five seconds.

04:17 If not, you need to keep trying different things, but don't worry, right? You will get better with experience. But because of this is very important thing to practice because it will become incredibly effective.

04:28 Like we said, like a hundred times throughout this training course, you want to practice everything, right? And especially. This, which is a concept that is going to be foreign and alien for you at the beginning.

04:39 You need to practice it to actually become good at it. And eventually you will. And it's going to be incredibly, incredibly helpful.

04:46 Now let's talk about pacing and leading. This is used to. Have common ways of seeing things or thinking, right? So pace is pacing is done by making broad statements that are thought to be true by the both of you.

05:00 They are something you can both agree on. Right? So then you lead, which is where you can start to lead.

05:07 The client into the direction or outcome that you want to suggest to them. Right? These are the two steps that are necessary when you want to, like, you know, build a road to which you want to lead them to like an objective.

05:21 So let's look at some examples, right? The pacing and leading in different scenarios. So pace, right? So we both agree that getting results is important for your family.

05:30 Yes. Okay. Yeah. Yeah. So then you go, and we agree that it's important to be a good role model for your kids, right?

05:36 And you still pacing and, you know, longer want to stay on the position you are in now. Right? So these three are, are, are examples of pacing, right?

05:44 So then you, you build on each one of those questions and then you go, okay, well, you still pace. And you go, I imagine this is important enough now that you could make it work with your busy lifestyle.

05:55 Even if it takes a little work to get there, could you not? And then I always say, oh yes, see, everything is a yes, because it's very obvious.

06:02 And now you want to actually lead, right? And at \$150 a month, you can get started today, right? This is what you see, we led them to the conclusion.

06:13 And we've incentivized them to say yes through the process, and this is going to be extremely, extremely powerful, right? So, pacing will let you give the client the conviction of thinking and having the same ideas and points of view as you, so they can be, more comfortable and to know that if they

06:29 stay with us, they are going to improve and they're going to be understood. So, a little conclusion just to remember that, that right?

06:38 Let's just recap, right? You want to give them a hundred percent of your attention, right? Like, you want to be, concentrating these things because clients can tell, right?

06:47 Prospects can tell if you don't have a hundred percent of the attention. So, take away any of your stresses of the day, anything else that you might have in your mind and give them a hundred percent of your attention.

06:55 You want to match their body language, right? Through the mirroring technique. You want to match their tone, right? The way they speak, right?

07:02 Tone, tempo, volume, everything like that. Then once you think you've built a rapport, you want to test the rapport, right?

07:08 With the techniques we showed. You're going to pace and lead into the rapport, right? And then finally, you want to practice this with friends and family.

07:16 How many to improve your technique. It's not going to be easy at first. None of these things are, right? So it's a very, very important that you practice.

07:23 So you get a friend or a family member and you ask them for help and you explain what you're going to do.

07:29 And you walk through the different scenarios until you actually get a hang of it and it gets, and it seems, you know, second nature to you.

07:35 It seems easy with this. You're going to become an absolute, absolute killer in sales. Absolutely. But you just have to keep on going.

07:43 Let's talk about communication. Right? So as you can see from this diagram, let's photo under the three main key parts of those communication, you should be concentrated on the prospect, right?

07:54 So the physiology, which accounts for 55%, tonality, which accounts for 30% and the words it's account for only 7%. Right?

08:03 And physiology. The encompasses are posture, gestures, facial expression and breathing, right? So you want to match these, want to try to match them as much as you can.

08:12 Then there's a tonality, right? Which encompasses the pitch, the tempo and the volume. And finally, the words least important, but there is still going to be important.

08:19 Right? So keywords like awesome and just certain terminology that they might use. So as we saw in previous videos, finding and identifying pain points is extremely, extremely important.

08:31 But how do I identify my customers pain points? Right? This is a key question that I'm sure. Any of you are asking.

08:39 So these are some examples of questions to ask the prospect, the prospect in order to find pain points. You need to ask, tell me about your current situation.

08:47 How does that make you feel? When was the last time that you were 20 pounds lighter than you were? Than where you are now?

08:55 What could you do then that you can't do now? When was the last time you or your kid got into a bad situation because you didn't know how to define yourself?

09:02 What are you missing out on by not being the best version of yourself? What could potentially happen if you find yourself in a bad situation?

09:09 In a situation where you or your children need to define yourself but you don't know how to. These are very very very key questions.

09:15 If you get the prospect thinking in this frame inside of this manner you're going to be extremely extremely successful right?

09:22 Because once you need to actually take decisive action. So you can also ask questions such as why do you want to learn how to define yourself through martial arts?

09:35 And they might answer some because I want or my kid me or my kids to be more confident and. Feel better, right?

09:42 So then you will go and ask, what do you want to feel better? Right? And then they might say something I, well, because I want to be better in my career.

09:49 Why do you want to be better in your career? Also, I can make more money. Why do you want to make more money so I can reach my full potential, right?

09:55 This is why you lead them and this is how you go digging. And you find the key thing is how you find the pain points, right?

10:01 You can see here the potential that overestimate themselves or whatever it may be is what you need to dig, right?

10:07 There are potentials where you need to think about when you actually make the sale. So you try to learn everything about the client and you have to know him very well to act, right?

10:16 Very, very, very obvious. Now, like Tony Robbins said, people will do more to avoid pain than they will do to gain pleasure, right?

10:25 This is the quote by Tony Robbins. And this is actually a principle in modern psychology. That most of the actions that humans perform are pain avoidance, right?

10:36 And there's always the another branch that talks about that is there's two reasons why we do it. It's pain avoidance and pleasure seeking.

10:41 But the more prominent brand branch talks about the fact that. You know, pleasure seeking is kind of a form of pain avoidance.

10:48 So pain avoidance is extremely, extremely important. And we always have to take into that into account. We're making our pitch and trying to dig for pain points.

10:57 After that, you will be getting compliance, right? With the client. But if. You are not getting compliance. These are some of the steps that you have to follow, right?

11:05 First, you need to check in. Do you have report? Have you used pacing and leading? Have you asked all the right questions?

11:11 Are you following the script? Right? Or is it okay to challenge and push them? Make a judgment call based on your connection with.

11:18 Client use your experience throughout the meeting. Right? Very important. Do not make rush decisions, make rational decisions based on the experience.

11:25 Always reflect on meetings later to learn from them and dissect where the disconnect started. And you always want to learn from each of these meetings, whether you close with them or whether you.

11:34 Don't, right? Always, always be looking to learn. That's about closing the gap. Right? We want to start closing the consultation and talking about training and their actual training situation.

11:44 Right? So where are they? Right? Here we want to know their actual situation. After all, try to have the most information about the client's life in the past and right now.

11:54 Ask questions such as, tell me about you. What sort of training have you done in the past? How do you spend your day?

12:01 Right? Okay. So where do they want to be? Right? So you try to know how they. See their goals to present the martial arts program as modified as they need to hear it.

12:10 You need information about them to know how to act afterwards, right? So you asked, you asked questions such as, what are you six month goals?

12:18 What amount of weight do you want to lose? Who do you want to be? As a person day to day, right?

12:25 So what does that person look like? Let them build upon their answers. Let them speak, shot up when you ask a question, right?

12:32 Let them, you know, kind of process their argument, whatever it is. The more you do that, the more they're actually going to build that.

12:38 Imagine the mind and the more strength that image will have, right? So this is what I was what I was going to say, right?

12:48 Let the prospect talk and they are finished. Ask some open ended questions. Like, tell me more about that. Why do you?

12:54 Maybe want to achieve that. What is important about achieving this goal? What would this, that mean to you? Who else would be affected by that?

13:02 Right? These are the type of questions you want to ask, but also let them speak, right? Always be sure that they're done with the argument.

13:07 Be done. Be sure that they're done with your train of thought before you start asking. Open in the questions, but always ask questions, right?

13:13 You always want to keep the frame of control and you do that by asking open in the questions and let them elaborate their arguments.

13:22 Okay, now let's talk about rude or abrupt leads, right? And as you, You can see the pictures, like, kind of like scary, you know, kind of looks like a monster or whatever, but you know, sometimes rude postplays kind of seem that way kind of like scary and stuff and there are some conscious definitely

13:38 scared of them, but in sales, it's not all happiness and rainbows. Right? You will have to deal with a lot of different people and the most difficult people to deal with are the rude and abrupt ones.

13:50 You will find a lot of that, but if you know that it is going to happen, you can actually learn how to deal with it and that is what we're going to look to do here.

13:58 We're going to learn to teach you. How to deal with these and not let them influence you or affect you.

14:04 Now awareness, right? Most of the time it's never about you, right? You can't avoid this. They might just be very busy and want to get this over with.

14:13 They might just be having a terrible day. Never. You can't place the blame upon yourself because you're just doing your job.

14:19 You're doing the best you can, right? If someone is rude, it's their fault, right? It's their problem because it sucks to be them, right?

14:26 I mean, don't judge them, but also don't judge yourself because, you know, you shouldn't be rude to someone, especially someone that's just giving you a free job.

14:37 So never, ever, ever put the blame upon yourself, right? And never judge them either. They might just be having an utterbode.

14:43 Then we need to talk. Talk about the environment, right? So don't start standing up or walking around, right? Don't slouch over the desk with bad composure.

14:55 Don't let it affect you in that way, right? Create a space that makes you feel good and also makes the prospect feel good.

15:01 Alright? So that's when we're going to start to, ,and the meeting, right? And we do this with something like, I apologize, it sounds like you're having a busy day.

15:10 Should we resume this meeting later this week? You want to give the prospect a choice because they might want to continue it, but just don't be too h-too pushy, right?

15:19 If the prospect just, doesn't feel like it, leave it at that. It's okay, probably is best anyway. So, you know, don't be too pushy, but do give them a choice, you know?

15:27 They might actually want to carry on. Also, you need to make them laugh, right? Making them laugh is just a quick way of building rapport, right?

15:35 And changing, In the outcome of the meeting, it can always happen. So, you can do this by preparing and writing down a few examples of what you could say in different situations that are kind of like, have that humery kick, right?

15:47 This is a must, but it can definitely help you, especially if you have, like, that humor side. Finally, you need to get on the same page, right?

15:57 Using the mirroring and matching technique, get on the same page with them and build report. Act like you hate sales meetings too, right?

16:04 You need to build some conversation around the fact that you two can stand. Like the cheesy salesman's type and make it clear with something like, don't worry, I'm not one of those guys, right?

16:14 I simply do these meetings to establish if you're a good fit for our facility and basically answer all the questions you might have.

16:20 Then if you want to join us for the long term, that's great, but if not, let's talk. Or we find two, right?

16:25 Something like that. And remember, we can't control what others say or do. We, but we can choose how we allow it to make us feel, right?

16:34 If you allow it to ruin your day, if you allow it to ruin the sale, it is going to be detrimental and there's no need.

16:40 You have to have control over your own mind. And once you do, you're going to be absolutely unstoppable. But remember that you can choose how you allow something to make you feel.

16:51 So that's everything for this video. I hope you guys enjoyed it. It's a very value packed video as well. And you know, I, again, I know I'm repeating this after every video, but if you have any question, any question at all, you can contact myself personally through a support system or any

17:08 of my teammates. And you should also expect to have to read what's- these videos a couple of times until they actually become ingrained in you and keep practicing what we teach inside of them, because that is what's going to enable you to actually become like incredibly good at this stuff, right?

17:24 So that's it. See you in the next video and thank you so much for watching.