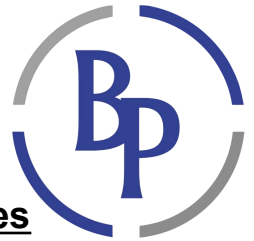


Sales Training

Create Relationships, Not Transactions



Mastering Sales Through Tonality and Communication Techniques

The Five Main Types of Tone

1. **Confused Tone:**
 - **Purpose:** To encourage prospects to open up and clarify their thoughts.
 - **Application:** Use when you want prospects to explain themselves further, fostering deeper emotional engagement.
 - **Example:** "You've been with XYZ company for the past five years. They're fairly decent, right? What's causing you to feel like they might not be the best fit anymore?"
2. **Curious Tone:**
 - **Purpose:** To trigger curiosity and keep prospects engaged.
 - **Application:** Use when you want to appear genuinely interested in their situation or opinions.
 - **Example:** "Can I ask you something? What made you decide to explore other options now?"
3. **Challenging Tone:**
 - **Purpose:** To provoke thought and challenge the prospect's current beliefs.
 - **Application:** Use strategically when you've established some trust to push the prospect to reconsider their stance.
 - **Example:** "What happens if you don't make any changes now?"
4. **Concerned Tone:**
 - **Purpose:** To demonstrate empathy and understanding.
 - **Application:** Use when addressing a prospect's pain points or issues, showing genuine concern for their needs.
 - **Example:** "I understand that not being able to scale is a significant concern. How is that impacting your business right now?"
5. **Playful Tone:**
 - **Purpose:** To humanize the interaction and lower the prospect's guard.
 - **Application:** Use to add a light-hearted element to conversations, making the prospect feel comfortable.
 - **Example:** "Oh, you know, just hanging out here, being the boring guy. How about you?"

Importance of Facial Expressions and Body Language

Even though you are talking to leads through the phone, utilizing your facial expressions and body language will help you master tonality and help those tones transfer through the call.

- **Facial Expressions:**
 - They act as a remote control for your tonality. Changing facial expressions can help convey the appropriate tone and emotion.
 - Example: A confused look complements a confused tone, enhancing the prospect's perception of genuine curiosity.
- **Body Language:**

- Your posture and gestures should align with the tone to make the interaction more convincing.
 - Example: Leaning slightly forward when using a concerned tone to show empathy.

Verbal Pacing and Pauses

- **Verbal Pacing:**
 - Slow down your speech to give prospects time to internalize questions. This prevents knee-jerk reactions and encourages thoughtful responses.
 - Example: "So, you've been with XYZ company for five years... What's causing you to feel like they're not meeting your needs anymore?"
- **Verbal Pauses:**
 - Strategically pause between key phrases to emphasize important points, allowing the prospect to consider your words fully.

Pattern Interrupts:

- **Definition:** A technique used to break the prospect's pre-programmed responses by doing something unexpected.
- **Application:** Use when initiating contact to avoid sounding like a typical salesperson, triggering curiosity instead.
- **Example:** "Are you the homeowner here? [pause] Great! I noticed something about your property that caught my attention..."

Bridging Between Questions:

- **Verbal Cues:**
 - Use transitional phrases to seamlessly connect questions, making the conversation flow naturally.
 - Example: "Ah, but how long have you had that issue? Uh-huh. And what did your boss do when you mentioned it?"
- **Non-Scripted Approach:**
 - Avoid sounding scripted by adapting verbal cues and maintaining a conversational tone. This approach helps prospects feel at ease and open to discussing their needs.

Conclusion:

Mastering these tones and techniques will elevate your sales conversations by building trust, understanding, and engagement with prospects. Practice these strategies consistently to refine your skills and increase your success in sales interactions.

Recommendation:

- **Internalization:** Practice these tones with colleagues to internalize them, ensuring natural use during real sales situations.

- **Observation:** Watch your favorite actors to see how facial expressions and tonality contribute to the delivery of their lines. Implement these observations in your sales interactions.

By implementing these techniques, you will have a competitive edge, leading to more successful sales outcomes.

Training Video:

<https://www.youtube.com/watch?v=2yPjnNeFCnQ&list=PLO-WYbq0WFiX2lZvmOie7m7pfZOsd4DHc&index=27>

Building Genuine Rapport with Prospects

- **Avoid Common Rapport-Building Questions**
 - Traditional questions like "How are you doing today?" or "How's the weather?" often lower your status in the prospect's mind.
 - Such questions are perceived as "fake rapport" tactics that signal to prospects that you're just trying to sell them something.
- **Understand Prospect's Perception**
 - Most prospects associate salespeople with a lower status due to repetitive and predictable questions.
 - By asking the same questions as other salespeople, you risk being seen as just another person trying to make a sale.
- **Shift to Results-Based Thinking**
 - Instead of using generic rapport-building questions, focus on questions that lead the prospect to think about the results they want to achieve.
 - Position your questions around the end result or benefit of your product or service, thus building trust and authority.
- **Examples of Effective Rapport-Building**
 - **Inbound Leads:** When starting a conversation, acknowledge the specific reason for their inquiry. For instance, "It looks like you booked on the calendar about getting possible help with [specific benefit] so that you could [end result], right?"
 - **Neutralize Sales Pressure:** Use terms like "possibly" to keep the conversation neutral and avoid triggering sales resistance.

Conclusion

By shifting your focus from generic rapport-building questions to result-oriented conversations, you can elevate your status in the prospect's mind and position yourself as a trusted authority. This approach not only helps in building genuine rapport but also increases your chances of closing the sale by focusing on the prospect's desired outcomes.

Training Video:

<https://www.youtube.com/watch?v=vkzIRvsMMNQ&list=PLO-WYbq0WFiX2IZvmOie7m7pfZOsd4DHc&index=25>

"Can You Send Me Something in the Mail?" Rebuttal Training

- **Understanding the "Send Me Something in the Mail" Objection:**
 - This stall often signifies a lack of understanding or trust from the prospect.
 - It can occur at different stages of the call:
 - **Beginning of the Call:** The prospect doesn't understand who you are and might see you as a telemarketer.
 - **End of the Call:** The prospect may have missed something in your presentation or is trying to end the call politely.
- **Effective Response Strategy:**
 - **Agree and Personalize:**
 - Always agree with the prospect to lower their defenses.
 - Use their first name to build rapport.
 - Example: "I have no problem doing that, Tim. But what you don't need is just more information; you need what's best for you. Let me ask you a question..."
 - **Focus on You, Not the Brochure:**
 - Shift the focus from sending information to building a connection with the prospect.
 - Emphasize that they need your expertise and guidance, not just more paperwork.
- **Dig Deeper with Open-Ended Questions:**
 - Use open-ended questions to understand the prospect's real concerns.
 - Example: "From my experience, Medicare is not a one-size-fits-all. What's your biggest concern about Medicare?"
 - This approach transforms the conversation from adversarial to relational, making prospects more willing to engage.
- **Emotional Appeal:**
 - Prospects often ask for information as a polite way to dismiss salespeople.
 - Recognize that they don't want to be rude; they simply want to end the conversation without saying "no."
 - Your goal is to appeal to their emotions and demonstrate that you're a valuable resource.
- **Position Yourself as a Solution:**
 - Prospects don't want to read boring brochures; they need a trusted advisor.
 - Reinforce your role as a knowledgeable and empathetic guide who can simplify complex topics like Medicare.

Training Video:

<https://www.youtube.com/watch?v=WoC8aY4rkB4&list=PLO-WYbq0WFiX2iZvmOie7m7pfZOsd4DHc&index=31>

Mastering Phone Sales

- **Visualize the Customer:**
 - **Mindset Shift:** When on a call, imagine sitting across from the person. Visualize them as a real human being, not just a voice. This approach helps in building rapport and transforming the interaction into a relationship.
- **Five Tips for Phone Sales Success:**
 - **Tip 1: Be Prepared**
 - **First Impressions Matter:** You have just three seconds to make a strong impression. Being prepared from the moment the phone rings is crucial.
 - **Preparation Tactics:** Arrive early, plan your calls, and ensure you are ready for every interaction. Practice the first minute of the call, as most sales are won or lost here.
 - **Tip 2: Connect Right Away**
 - **Use First Names:** The sweetest sound to a person is their name. Use it frequently to build personal connections.
 - **Engaging Questions:** Instead of "How are you doing?" ask "How have you been?" to open up the conversation.
 - **Exercise:** The audience is encouraged to practice this by exchanging names and asking each other how they have been.
 - **Tip 3: Make It All About Them**
 - **Relationship Focus:** Shift the focus from transactions to building relationships. Prioritize understanding and addressing the client's needs.
 - **Key Phrases:**
 1. "Let me ask you a question" to maintain control and engagement.
 2. "How does that make you feel?" to explore emotional responses and pain points.
 - **Tip 4: Have a Process**
 - **Consistency is Key:** Develop a consistent sales process with four compartments: Connect, Qualify, Present, and Close. Move through each stage systematically, ensuring you connect before proceeding.
 - **McDonald's Analogy:** Just like McDonald's consistency in their products, your sales process should be consistent across all interactions.
 - Utilize your Agent Checklist and Benefits to Cover Sheets on EVERY SINGLE CALL. Manually check off the items as you go along with the call to ensure that your process is the same from start to finish, with every prospect you speak to.
 - **Tip 5: Do Whatever It Takes**
 - **Hard Work and Dedication:** Success in sales requires effort, persistence, and a willingness to do whatever it takes. The speaker shares a story about outworking a competitor to illustrate the importance of dedication.
 - **Sacrifices:** Be prepared to work late and make sacrifices to achieve your goals.
- **Questions to Ask:**

- STOP asking prospects “How are you doing?”. It’s impersonable, doesn’t provide you with any meaningful information, and does not help you stand out from every other salesperson calling their phone.
 - Instead, ask “Mary, how have you been?”
 1. This question is more personable, shows more empathy towards the prospect, and helps them bring emotion into their answer.
- If you have a prospect that is talking, and talking, and talking, and not letting you get back to your process to proceed with the call, interject with this:
 - “That is crazy, Mary, but...let me ask you a question.”
 1. This stops them, and makes them listen to you.
- Instead of asking clients, “How did that go?” or another similar question, ask them this to get more of an understanding on their pain points:
 - “Mary, how did that make you feel?”

Training Video:

<https://www.youtube.com/watch?v=IbCefszlEsA&list=PLO-WYbq0WFiX2IZvmOie7m7pfZOsd4DHc&index=34>