PHILOSOPHY OF SALES

We have heard many times that the sales profession is hard. We have also met many people that are extremely successful in sales and they say that it's easy.

Is there a talent for sales? The correct answer is no. No one has ever heard of a child who had a natural born talent in sales. You hear about future engineers, doctors, athletes, musicians, etc., but never about someone who has a natural born talent in sales.

Why is it then that some people are successful in this industry while 80% of people are failing miserably? What is it that is so hard for most people, but so easy for the rest? Hard things are things that we do not understand, and that we don't know how to do. Easy are things that we understand and know how to do.

Is it hard to drive a car? If you remember your very first time learning, you probably sweated and were nervously thinking this is the hardest thing in the world. Today, once you know how, you don't even have to think about it, it's just that simple. If I ask you to make a soufflé, without a recipe would you not agree that it would be extremely hard? Given the proper recipe, after we tell you how it's done and show you how to do it first hand, it would be way easier, but you would still need practice in order for it to be easy.

Is it easy to be a doctor or a lawyer? It is for doctors and lawyers. They educated themselves all their lives, now it is easy, and the sales industry is no different then any other serious profession. It requires a serious approach, ongoing education and constant upgrading of one's skills.

It is unfortunate that in one of the most important professions in the world, there are so many uneducated amateurs. Top sales professionals are paid in the top 1% of all paid professionals in North America. Those are the ones who have educated themselves all their lives and are still proud to be learning.

What is it we need to learn about? About ourselves, about people, the psychology of selling, mastering sales skills/ techniques and understanding that our first obligation to our clients is that we are the best we can be and that we do the most professional job we can, using ALL our skills to help them through the sales process.

The most important part of the sales process is the sales professional. Success in sales comes only to the people that do this business with the most honesty, integrity and to the people that take absolute pride in what they do.

What is "sales"?

Is it pursuing somebody to do something we want him or her to do? Is it being aggressive, pressuring people, talking your way through the process?

Arguing with a client? Is it making people uncomfortable through that process? Have you ever experienced any of these "sales" techniques? Maybe...

No, they are not sales techniques; those are signs of uneducated, unprofessional people who are unfortunately working in something they do not understand, which is very frustrating for them

Those same frustrations are transferred to the people they deal with. Now, through this negative process, we have come to the definition of "sales."

Sales are a transfer of feelings.

We could say "I feel-you will." Whatever and however we feel, that is what we are going to be transferring to the people with whom we are dealing. We can't hide it. If we don't feel good about any aspect, they are going to notice that something is wrong. They might not know what that is, but they will not be comfortable and at ease during the mental communication.

We are what we think, and more importantly, we are how we feel! It's impossible to hide, to lie, to cover up or to pretend. That is why the only highly successful people are people with very high honesty, integrity and belief systems.

As sales professionals, we have to make sure that we feel good:

1. About ourselves
2. About themselves
3. About our company
4. About our product
5. About money

And that we transfer all of these feelings to our clients!

About ourselves

Do we feel good about ourselves? Are we treating ourselves right? Do we like ourselves? Are we presentable? Have we counted our blessings this morning? Are we always happy, and never satisfied? Or, are we miserable, are we focusing on problems rather than solutions? Are we hiding our feelings?

Here is what we need to communicate in the first 3 minutes of the sales process. Being calm, confident and in control! That will give us credibility. Once we have credibility we feel good about ourselves, and more importantly, people that we communicate with feel great about us.

About themselves

Do we genuinely like people? Do we like to listen? Or, do we prefer to talk? Do we know answers before we even hear the question? Do we stop for three seconds after we hear the question and think, what is being asked? Do we call people by their first names, or are we too lazy for that? Do we care about them and their situation? Or, do we just want to show off how much we know? Is it our ego that leads us or is it care and love? How do we transfer our good feelings about people?

It's actually not that hard. First, really care! Be there for them, not for your own selfish (money) reasons. Second, get them involved. Ask questions; call them by their first name. Watch their body language; listen with your eyes (and ears).

- Carefully listen to what they ask, think before you answer.
- Praise them on smart and common sense thinking.
- Show them that you really care, that you really like them and guess what, they are going to like themselves, and they will like you too!

Do you know anybody in your life that truly loves you, and that you hate? Of course not!

About our company

Do you believe in what you are doing? Do you understand our vision and mission? Do you agree with trade union philosophy? Do you have protection for your family? Are you proud of being associated with us? Do you feel part of this family? Is this your home? Is this your career, or just a job? Do you have ten reasons you tell everybody you know why you are excited about this?

So, now that you feel good about us, you have to transfer those feelings. How? Well to start, you have to tell people how you feel and show them your excitement and passion about the solutions that our company provides. Then, ask them how they feel about that? Do they feel the same way? They should, shouldn't they?

Make sure that you use all audio and visual tools to present the credibility of the company.

About our product

Do you have all of our products? Are you proud to have them? Do you know how to use each and every one of them? Do you know and understand the differences between our products and the products of the competition? Have you done your homework? Can you do an excellent presentation of each and every one of our products (after communicating a need)? Can you transfer "easy to use" feelings with no problems? Are you aware that a large percent of the population is in fear of this industry simply because they are not educated?

You have to make sure that you are able to educate a perfect stranger in 15 minutes and that he/she feels comfortable and relieved of that fear.

About money

Feeling good about money!!!

Affordability is a perceived idea based on priorities.

What this means is that if we have a necessity, then it does not matter what it costs. Once the first four feel good's are satisfied – they feel good about us and about themselves, about our company and our products, provided they have a need - then affordability is never an issue.

It is interesting that we judge the affordability of our clients based on our own affordability. If we are comfortable paying $100/month for benefits that we have, then we expect that to be affordable for almost everybody else. If we don't feel good about a price, and we don't own that product, then somehow we are scared that other people will also feel uncomfortable about that money. This works against us, and them.

Everybody has different priorities. For most clients, our products are pure necessity. People need what you have more than you need to sell it to them.

KEY SALES CONCEPTS:

Positive Expectations

It is impossible to be good in sales without having positive expectations. There are three levels:

1. Positive attitude (people that are generally positive in their lives)
2. Positive expectation (people that are not only positive, but who expect good things to happen)
3. Positive projection (the people that can picture positive outcomes and see themselves enjoying the fruits of their labor in the future).

Positive expectations are major factors of successful selling.

Assumptive attitude

Assumptive attitude means to have an ongoing expectation of positive outcome that will not change no matter what hurdle or problem is thrown in front of you. Here is how that works. Let's say that they say: "We don't need that!"

An assumptive attitude mental answer is "This is great, that means nobody has gotten to them to

educate them yet, I'm the first! This is going to result in a positive outcome for both of us!"

Let's say they say, "I don't believe in this." The answer, the assumptive attitude answer is the same.

Let's say they say, "I never bought into any insurance!" The mental answer here is "This is a great opportunity to provide them with the FULL service."

Let's say they say, "It costs too much. The mental assumptive attitude answer is "That's great, this means they need to feel comfortable with the amount, but they do feel the need, we will just offer them a different package."

Let's say they say, "We need to think about it." The answer here is "That's great, they are serious about it." Once we expect the sale through the whole process, we also need to understand a couple other important sales factors.

Need

There is no need for salespeople to create need. Need exists, it's there. Sales professionals only need to make that need visible and understandable. If there is no need for the product, then nobody cares about a solution, which means that clients need to understand and feel a problem (need). Once that message is clear, received, and felt by the client, then there is a reasonable opportunity to present a solution. The client is going to ask him/herself this question: "Do I/ we need this?" If the answer is "No, we don't need this" then there is no chance of completing the sale. If the answer is "Yes, I/we must have this" then we can proceed to use other techniques to complete the sales process.

Delivering Urgency

Delivering urgency through the sales process helps the prospect make the decision now. How do we deliver urgency? You've seen many times that marketing companies use urgency as a major concept to attract sales. There are different ways of doing this:

- "Interest rates are low this weekend."
- "Price goes up at the end of the month."
- "Clearance sale, only one left in stock."

The problem with this type of urgency is that it is not the truth, and remember to be successful in sales you NEVER tell a lie. However, in every industry, there are realistic urgencies.

In the financial industry, there are always good deals on the market at the time. In the computer/ internet industry being late is extremely costly (paper, files, phone bills, office space, rent, # of employees, speed/time...). Being left behind by the wave of new technology can cripple your future growth in any industry.

In the insurance industry, insurance rates go up as people get older. Being left behind and not qualifying for the benefits while you capable can be a financial disaster for the whole family. This real urgency must be communicated very clearly and quickly. It has to be repeated throughout the presentation, in different ways, on different occasions. Just think how bad it will be if your client gets diagnosed with some terrible terminal illness while they "think about it". That has already happened too many times.

Take Away Principal

Another key concept for a good sales presentation that works in conjunction with delivering urgency is the "take away" principal.

If you've ever played with children, you know that if you try to force something onto them, they will not like it. On the other hand, if you tell them they cannot have it, they will want it more than ever!

Well, we all have a child within us. We all want something that not everyone can have. And we

also want to belong to an elite group. Well, here is your chance. In car sales, one of the major takeaways is when they inform you that you must first be approved for credit for you to "qualify for an opportunity to buy." The bank says that before they give you a mortgage, you must qualify for a chance to get your mortgage. They are saying, "Let us make a decision about you."

- In the computer/internet industry, you need to apply for your domain name
- In the insurance business, you must qualify for your insurance.
- Let's make sure that we use that in our presentation.

Ownership

It is essential to give future users of our product full ownership during our presentation. This will also help demonstrate easy to use concepts and destroy fear factors.

How can we provide ownership to our clients? We will sit them at a kitchen table, put them in a situation (paint a picture) of loss and/or accident, and have them visualize exciting ownership of our protection.

Use proper wording assuming their ownership. Make sure they are the ones in the driver seat, and you are the passenger. Without ownership, the sales process doesn't exist. Everything is too fictional, too far away and completely intangible.

Decision Making

One of the most important things to understand about the sales process is that our job as sales professionals is to make decisions for the client. Yes, you are right, it's not a typo; we have to make decisions for our clients.

It is astonishing to know that only 4% of the population is comfortable making decisions (entrepreneurs, managers) and only 1% of the population likes making decisions (leaders)!

So, why are we trying to help people to do something they don't like? The major problem with making decisions is that clients feel pressure from themselves to say yes or no (the fear of making the wrong decision). If you've ever heard someone speak of a good sales person, it'll sound something like this "he/ she was a great sales person, they were really nice, I was comfortable, and he/she helped us to make the right decision."

The truth in that sentence is that the sales person made the right decision for them. If an uneducated sales person approaches closing in a way that requires a client's decision, 9 out of 10 answers will be that they want to postpone that decision making process. "We want to think about it." This is not happening because people do not like the sales professional, or the company, or the product, or they are uncomfortable about money. This is happening because they just don't want to make that decision (fear). Professional salespeople guide their clients through the whole process, consulting them the whole time and giving options in the end as to which packages to choose, never "yes or no". We never ask "Are you going to buy a package?"

This is the **MOST** common mistake in the sales industry:

As a sales person I am transferring feelings, I'm calm, confident and in control. I care about you, our company is great, our product is a necessity... and then asking a question like "do you want it?" ??? Closing is a natural progression and it has to be assumptive as well.

To be successful in sales you have to do things that non-successful people don't do:

- You need to constantly educate yourself.
- You need to have a solid presentation in which you show your feelings, in which you transfer your feelings.
- You need to have positive expectations and an assumptive attitude.
- You need to communicate a need and make the problem painful and visible.

- You need to deliver the urgency, provide ownership and then take it away.
- You have to be able to make the right decision for your clients.

There is no bigger reward you will get from the sales business then when somebody you helped tells you: “Thank you... Thank you for coming by and helping us!”

This is the sales process. As a leader make sure to teach this process to your trainees so they can accomplish the results they are looking for. Make sure to ask questions to your trainee to make sure they are understanding the information. Ilija always taught me to trust but verify.

Here are some questions you can ask after you have them read the philosophy of sales:

1. What is sales?
2. What are the 5 feel goods?
3. What are the 3 things to communicate in the first 3 minutes of the sales process?
4. What is the most important part of the sales process?
5. What are the 3 positive expectations of sales?
6. What is assumptive attitude?
7. _____
   Give me an example of a “Take Away” being used in the script.
8. What is our job as the sales professional to make for the client?