THE 5 STEP SALES PROCESS

1. **Establish Rapport:** Remember, people who are like each other, tend to like each other. Match & Mirror:
    - Physiology
    - Tone of voice
    - Representational systems
    - Breathing
    - Key words
2. **Ask Questions:** The questions you ask are directly related to the business of the person you are interviewing. Talk their language. Ask questions in the language of their main interest. (In business, talk the language of their business.)
    - What do you do? What are you interested in?
    - —For what purpose... do you want this?
    - Also discover client's I/R of success
    - Find out client's primary rep system and desired state
    - Discover client's Motivation, Decision, Reassurance Strategies
    - Elicit Values
3. **Find a Need:** Establish need — establish value. Propose a solution to the client's problem, and then ask, —Do you see any value in this? (If there is no need, then stop here. Find another client. There are plenty out there.)

    Your job at this point is to quickly find as many no's as possible. That means that you need to push up against the client enough so that she makes a decision right now. No's are infinitely better than, —I need to think about it. Can you call me back tomorrow? (Remember the spinning plates analogy.) Most sales people waste 80% of their time on people who buy nothing. If you spend 80% of your time on people who are going to buy, then they will spend more with you. You want —High Probability clients.

    While you are in this step, you can also use:

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- Conditional close -- —Do you see any value in this… or —Is it fair to say that if we solved this problem then that would be valuable to you.
- Tag questions – —Then it would be valuable to you to solve this, wouldn't it?

4. **Link the Need or Value to your Product or Service**
   At this point you propose how your product or service will solve the problem that you uncovered earlier. Make a clear proposal of how, but with as little detail as possible. Only tell the client enough to make it possible for them to purchase.
   - —What would happen if...
   - —Compared to... (Contrast Frame)
   - Because
   - Agreement Frame
   - Use strategies if you elicited them
   - Also repeat client's values & key words as you close

5. **Close:** Ask for the order!
   - If yes: Future pace. Fire reassurance anchor. Get referrals.

   Handle Objections by either:
   - Ignoring them and going to #3
     -or-
   - Handling Objections and going to #3

This part is about moving the buyer from resistance to objection or to buying.

Closing: There are a number of ways to ask for the order, technically called —Closing. There are a number of books with many ideas that have worked over the years for closing. Here are some that are valuable:
- Assuming the Sale
- The Order Blank Close
- Alternative Choice Question
- Sharp Angle Close

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Answering the objection

You may choose to answer the objection if you think the objection is significant. Here are the only 4 objections:

1. —I don't have enough time,
2. —I don't have enough money,
3. —It won't work for me (it works for everyone else but it won't work for me),
4. —I don't believe you.

Handling An Objection: (The Final Objection Close)

1. Listen fully to the client's objection!
2. Act a little bit surprised.
3. Say, —Oh I get it, you mean that's the only reason you're not buying?
4. —If I could show you how to have the time would you buy?
5. The last step is to answer the objection as above and go right back to establishing the value.

Re-Establish Value by going to #3

Resistance to your message indicates lack of rapport. If that happens at any point, build more rapport.

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