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# HIGH ACHIEVER'S

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## *Network*

PRESENTS

JOEL WELDON

**"IF THE SHIRT FITS, WEAR IT!"**  
**SELLING VALUE, NOT PRICE!**

September 2003

Southern California Series

16421 N. Tatum, Suite 122, Phoenix, AZ 85032

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# TONIGHT'S SEMINAR



Jeff Liesener, President of High Achiever's Network says: "As good as you are now, you can still improve, and you will improve with the ideas from tonight's seminar!"

## A. AGENDA

5:30 pm	-	6:30 pm	Networking
6:30 pm	-	8:00 pm	PART I
8:00 pm	-	8:15 pm	Break
8:15 pm	-	9:30 pm	PART II
9:30 pm	-		Deciding on one AH-HA you'll put into action tomorrow morning!



"Lots of ideas for you at this High Achiever's Sales Seminar, so get those pens out and write down your ACTION IDEAS. You'll have lots of ideas to choose from!"

1. You're already an effective and successful individual, or you wouldn't be here.
2. You've probably been to other sales seminars, read books and listened to tapes and CDs. Tonight's session is not intended to give you all new material, but to remind you of many things you already know but might not be doing. **The key is ACTION.**
3. The ideas selected for tonight are practical concepts that you can use immediately. Practical, as opposed to theoretical. Fast vs. slow. Fun vs. boring. Specific vs. general.
4. **It's not what you know, it's what you do!** ACTION, not words!
5. **Knowledge is NOT power**—only applied knowledge is powerful!
6. **To know and not to do is not to know**—ACTION CREATES TRACTION!

## C. GROUND RULES

### What Joel will do:

1. Use visuals, humor and handouts (16 pages)
2. Move quickly (150-250 wpm)
3. Give you "stretch breaks"
4. Tell true stories (One is exaggerated)
5. Ask for your evaluation

### What you can do:

1. Participate & question—it's your seminar
2. Not "nudge" your neighbor
3. Yell out if you're too hot or cold
4. Keep an open mind
5. Write at least one "AH-HA" you'll use within 24 hours

**D. HANDOUT COPYRIGHT** Because you are a part of High Achiever's Network, you are authorized and encouraged to use these ideas. They have been reviewed and approved, and you will benefit from them, when you use them. So, share this copyrighted material with others, as long as it's not as a paid speaker.



"You CAN get lots of good ideas and then you CAN put them into action quickly—within 24 hours."



"Each AH-HA I get tonight will put money in my pocket and help me sell value, not price!"

## E. LOOK FOR AH-HA'S

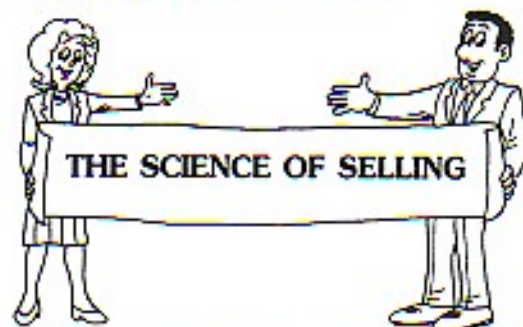
1. **AN "AH-HA" IS A MIND GRABBER!** It's an idea that strikes you as being useful and valuable.
2. **WRITE YOUR "AH-HA'S."** They're like slippery fish. If you don't gaff them with the point of your pen or pencil, they'll slip away and perhaps never return.
3. **USE YOUR "AH-HA'S."** Studies prove that if you don't act on an AH-HA **within 24 hours**, you probably never will. So use one idea by 9:30 pm tomorrow, or lose it!

**MY AH-HA'S**

The detailed handouts you'll be receiving tonight contain most of the how-to's, examples and facts you'll see on the screen and hear from Joel. These two AH-HA pages are for you to write down **your** ideas for action!

**#1 - THE GENIE**

Page 5



"When I head home tonight, I'll have at least 7 specific action ideas written down on these two AH-HA pages. They will help me sell a lot more in 2003—when I use them."

**#2 - THE SHIRT**

Page 5

**#3 - THE SCIENCE OF SELLING**

Page 6

**#4 - SELLING VALUE, NOT PRICE**

Pages 7-8



## #5 - THE CLOSING CURVE

Pages 9-12



"Joel is right. This seminar is like an idea Smorgasbord. So many ideas to choose from! It's almost more than I can digest at one time! I'm glad I'll have lots of handouts to take home and study!"

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## #6 - UNDERSTANDING OBJECTIONS

Pages 13-14

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## #7 - ANSWERING OBJECTIONS

Pages 15-16

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My one best "AH-HA" of the seminar is:

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"At the close of tonight's seminar when Joel asks, 'How many got at least one AH-HA, you can count on my hand going up!'"



## #1—THE GENIE

## 1. THERE ARE NO GENIES IN A JAR

- A. There's no magic formula, no easy way—no shortcut to success. As you know, it takes effort and hard work to build a successful sales career and become great at what you do.
- B. It's up to you to make your own dreams come true . . . no one else can do it for you.
- C. Avoid wasting time, effort and energy looking for an "easy way." There may be better ways and improvements. But most aren't easy—they're just better.

2. IT'S ALL SELF-MOTIVATION Motivation—"An *inner force* that compels and determines your behavior." You're the one that motivates you. **Motivation** really is three little words—"Motive for Action." Once you have a goal that you believe you can achieve, you automatically become **motivated**. Don't wait for someone else to show up to motivate you. They might be late, or not show up at all. Then what happens?

## 3. DON'T TAKE YOURSELF TOO SERIOUSLY Take what you DO very seriously! As a sales pro, if you can't think of something to laugh at:

- A. Get out your high school yearbook photos or your wedding pictures.
- B. Remember, the size of your funeral will be determined by the weather! If you die in a Southern California heatwave when it's 100 degrees . . . you're out there all alone!



"You already know there are no Genies in Jars to make your dreams come true.

That's up to you! So here are 3 things you can do tomorrow:

1. Check the web for a Toastmasters Club near you: [www.toastmasters.org](http://www.toastmasters.org) or call 1-800-9WESPEAK and join a club.

2. Read 12 pages a day in a book = 4,380 pages a year = 14.5 books in one year.

That's 145 books in 10 years!

3. Invest 3% of your income in self-improvement. Begin investing in yourself within 24 hours!"

## #2—THE SHIRT



"Finding a 15x35 shirt in Southern California is almost as hard as finding a parking space during a Lakers Playoff game."

## 1. PRINCIPLES &amp; SPECIFICS Joel's unforgettable experience many years ago in New York City helps illustrate a number of important principles that you will need to convert to specifics that apply to your situation.

- A. **Principles** Fundamental truths. Laws. Methods of operation, rules and scientific facts. Creativity and persistence in the face of rejection is a principle of prospecting.
- B. **Specifics** How you choose to apply a principle, based on your unique situation, location, experience, comfort level, personality, goals and objectives, and the products or services you sell. If the principle is to be more creative when calling on difficult-to-see prospects, the specific application might be to number your business cards and on the 6th attempt, write a note on the card saying, "I can talk to God every morning. How come I can't talk to you for 10 minutes?" Now that's creative!

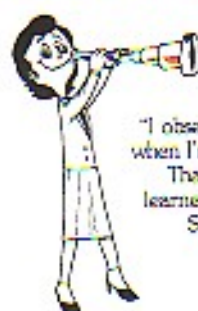
2. LEARN TO SELL WHEN YOU'RE THE CUSTOMER It's one of the only times you'll ever know what the customer is really thinking and feeling! When you're doing the selling, you really only know what the customer is **saying**, not what they're **thinking**! But when you're the customer and you say, "I just want to think it over and I'll call you tomorrow," you know that what you're really thinking is, "Their price is too high" or "I just don't really trust this guy."

## 3. STUDY THE SALESPERSONS WHO SELL YOU Evaluate everything the salesperson says and does, from the first impression to the good-bye. Study how they qualify you, sell you and close you. Ask yourself if you like them, trust them and believe them? You can learn from terrible salespeople what NOT to do, and from great salespeople what TO DO! Write down what you observed. That's what Joel did in NYC while buying shirts.



"I love studying salespeople who sell me. I learn so much about what works and what doesn't work. I'm a true student of selling!"





"I observe everything when I'm the customer. That's how I've learned to be a sales superstar."

## Reviewing the Shirt Demonstration

Ten things happened in that true story Joel told you. How many of them did you pick up? Let's review them and how you can apply them:

- PAST EXPERIENCE** Two negative recent experiences attempting to buy a shirt left the prospect suspicious. What's your prospect's past experience been with your products or services?
- GREETING** "HOW may I help you?" with a big smile. Not "CAN I help you?" How do you greet your prospects?
- PROBING FOR NEEDS** "What problems do you have with your shirt?" The salesperson found out about the unusual 15 x 35 size, the cuffs & collar wearing out and the buttons falling off. What questions do you ask your prospects to uncover "all" of their needs and problems?
- WRITING IT ALL DOWN** The shirt sales pro took notes right on his order book—it showed that he was listening, that he cared and that he was professional. Do you take notes about what your prospect tells you?
- GOT A COMMITMENT** Once the needs were uncovered and the shirt salesperson knew he could "help" Joel solve his shirt problem he said: "If I could solve all your shirt problems would you invest in more than just one or two shirts?" What type of a commitment do you get from your prospects before they even know the details about your products or service?
- GOT INVOLVEMENT** "Come on in the back" and the shirt salesman turned and walked away. Joel followed. That's physical action selling! How do you involve your prospects? Hand them a sample? Have them read something? Do something? Get your prospects involved!
- SHOWED SOLUTION** First the sales pro checked the size was right after showing an entire box of twelve 15x35 shirts. How do you show you have a solution to their special and unique situation, need or problem?
- BENEFIT SELLING** Because he uncovered the needs (size, cuff, collar & buttons) he focused his presentation on those specific areas and didn't get side tracked into color, wrinkles, etc. Plus, he used the "YOU Factor." It was *your* cuffs, *your* collar and *your* buttons, not "*our* shirts have." Add *you, you'll, you're* and drop the "*I, me my, mine, ours and we.*" How do you sell your benefits to your prospects?
- SHOWMANSHIP** Wow! It's one thing to say the buttons won't break. Hitting them with a hammer was showmanship! It was so loud and impacting. Rubbing a 2 x 4 on the cuff and collar to show they wouldn't wear out . . . that's showmanship! How do you use showmanship to make a vivid impact on your prospects?
- HE CLOSED** with positive expectancy and total confidence that he helped Joel solve his 15x35 shirt problem. He said "Mr. Weldon, how many do you want?" What specific words do you say to ask your prospect to invest? How do you close the sale?



"I take detailed notes so I can remember my prospect's specific needs and prove that I listened."



"I love to close and ask for the sale! It's the logical conclusion to my effective sales presentation."

## #3—THE SCIENCE OF SELLING

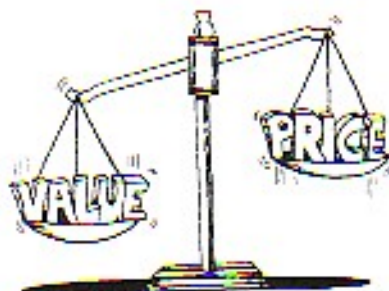
- SELLING IS A SCIENCE** There are principles that govern the selling profession which, when followed, will increase your rewards, both tangible and intangible. Because selling is a science it is a learned skill that can be mastered. There are no "born salespeople." Each top sales pro has learned the skills by studying and then applying the principles.
- SELLING IS AN ART** Here's where your imagination and creativity come in. Sure there are rules to follow. But you can apply the rules and principles artistically, with flair, in a way that expresses your individuality. That's why you don't have to memorize a presentation word-for-word or give a canned "pitch." Be creative and you'll be the best YOU you can be!
- SELLING IS HELPING** When you make a sale, you're helping the customer solve a problem or meet a need. You're helping your company, the economy, and yourself! ***Selling professionally is a WIN-WIN situation!***



"Yes, selling is a science and an art! And you can master it with study and practice!"



## #4—SELLING VALUE, NOT PRICE



"You don't have to cut prices or even meet a competitor's lower price—all you have to do is have your value increase. When you have 51% value over 49% price, you can close the sale."

1. **51% WINS** Not every time certainly, because some buyers need to see an excess of value over price. But not in every case. Most buying decisions are made for reasons you as a sales professional might never know. Yes, you'll have some idea, but what was the single value added benefit of doing business with you that tipped the scale? It's hard to know. So what you do is **TLC—Think Like a Customer**—focus your value-added selling to their needs and their situation, and pile on **VALUE!**
2. **YOU DON'T HAVE TO LOWER THE PRICE. JUST INCREASE THE VALUE.** Remember Joel's illustration—*Who wants to buy a car?* Someone raised their hand and then was told it was \$1 million! They thought Joel was nuts, crazy, insane, because everyone in the room knew you could buy a car—even an expensive custom car—for a lot less than \$1 million.

Now the scene was set. The customer knew the price only and nothing of the value. Once you and your High Achiever's Network sales pros heard the value your mind became more open!

- The car, a 1962 Ferrari 250 GTO
- Sold at auction in Monte Carlo to a Swedish Investor Hans Thulin on May 22, 1990 for \$10,830,000
- Hans needs to get rid of it at a loss for tax purposes. He'll take less than 10 cents on the dollar—just \$1 million
- An Arab Sheikh wants the car, but doesn't know Hans' situation, so he'll pay \$10 million cash—no questions asked.



"I'm driving a \$10 million car on a California Freeway! Wow! It pays to sell value, not price! Now if I could just get up to 55 mph in this traffic, I'd be thrilled!"

Suddenly what happened in the audience? Lots of potential buyers. Maybe even you wanted in on the deal. **The price never changed. Only the value was increased.**



"As a low price buyer no one told me I would get all of these with the lowest price!"

3. **WHAT IS PRICE?** Sure it's the money your customers spend for whatever they buy, but when they buy strictly on **LOW PRICE** they usually get some other things they might not want. With almost any low price purchase they might also get:

- |                              |                           |
|------------------------------|---------------------------|
| A. Time wasted               | I. Aggravation            |
| B. Delays in responses       | J. Frustration            |
| C. Worry and concern         | K. Inconvenience          |
| D. Effort wasted             | L. Uncertainty            |
| E. Complaints                | M. Lost energy            |
| F. Poor service and training | N. Recurring problems     |
| G. Slow responses            | O. Inaccurate information |
| H. Lack of follow-up         | P. Poor quality           |

4. **WHAT IS VALUE?** Yes, it's what you get when you buy a quality product or service that **thrills** you and reinforces in your mind that you made the right choice. It's the added benefits great salespeople sell so that price isn't the main issue. These added value benefits could include:

- A. Time saved
- B. Dependable information
- C. Confidence
- D. Excellent service
- E. Quality products
- F. Peace of mind
- G. Fast service
- H. Professional training



"We can see that the value we'll receive exceeds the price we'll pay, and we like that!"

- I. Knowledgeable people
- J. Quick solutions
- K. Company stability
- L. Guarantees
- M. Doing the extras
- N. Friendliness and caring
- O. Professionalism
- P. **You**—no one else has that





"Well I negotiated pretty hard—but did I get the lowest price? I guess I'll never know."

## 5. PITFALLS OF LOW PRICE SELLING Prospects begin to think...

- "Could I have gotten you down even lower on the price?"
- "Are you selling to someone else for less?"
- "Perhaps I can get it even cheaper somewhere else?"
- "Will you still be in business if I have a problem?"
- "Where is the company cutting corners or reducing the quality and service to get the price so low?"

## 6. TAKE THE MATHEMATICAL APPROACH

- **Add** up the benefits of quality and value.
- **Subtract** the disappointments they will be spared in buying from you.
- **Divide** the higher cost by the additional benefits they get.
- **Multiply** the satisfaction of the higher quality and service you offer.

## 7. YOU DON'T HAVE TO ELIMINATE PRICE OBJECTIONS So often sales professionals think "I've got to overcome my prospect's price objections." Hey, look at the picture of the scale! There are two ways to get to 51%. Sure you can reduce the price, but you can also add on more value! Why sell low price—Pile on value!

Now it's time to start your own list of "Specifics":



"I'm adding up the value-based **YOU** benefits, and I remember the story. *If the Shirt Fits, Wear It!*"

## PRICE

Make your own detailed list of all the things you can think of that your prospects can expect from doing business with the "cheapest price," "lowest price," "price selling competition."

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## VALUE

Make a list of all the things you can think of that your prospect will get from you that add value. Think of the *little things* that could be taken for granted. Be specific, not general.

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## YOU

Don't be modest! Write out all the added value your prospects will get from having **you** as their salesperson. Be specific. List things like: your product knowledge, your enthusiasm, caring, timeliness, honesty, etc.

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# Post Presentation Improvement Plan

Now that my contact with the prospect is over, what could I have done even better, what should I have done that I didn't do, what should I have not done or said at all, and what did I learn from this presentation to help improve the next one?

1. Person(s) seen \_\_\_\_\_  
Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Department \_\_\_\_\_  
Date \_\_\_\_\_ Time \_\_\_\_\_ To \_\_\_\_\_

2. My objective in making this presentation \_\_\_\_\_

3. Overall, how well did this presentation go to achieve my objective? \_\_\_\_\_

4. What one specific thing did I do best? \_\_\_\_\_

5. What one specific thing did I do that I shouldn't have done and why? \_\_\_\_\_

6. What did I learn from this presentation? \_\_\_\_\_

7. What will I improve on for my next presentation? \_\_\_\_\_

8. On a 1 (low) to 10 (high) scale, here's how I would rate my effectiveness in these areas:

- |   |       |
|---|-------|
| A. My attitude, energy and enthusiasm                 | _____ |
| B. My confidence and expectancy                       | _____ |
| C. My approach and opening statement                  | _____ |
| D. My use of qualifying questions                     | _____ |
| E. My ability to listen and stay focused              | _____ |
| F. My product knowledge                               | _____ |
| G. My knowledge of my prospect's needs                | _____ |
| H. My ability to relate features to prospect benefits | _____ |
| I. My skill at handling objections and questions      | _____ |
| J. My ability to close and ask for the sale           | _____ |
| K. My add-on selling and cross-selling skills         | _____ |
| L. My asking for qualified referrals                  | _____ |

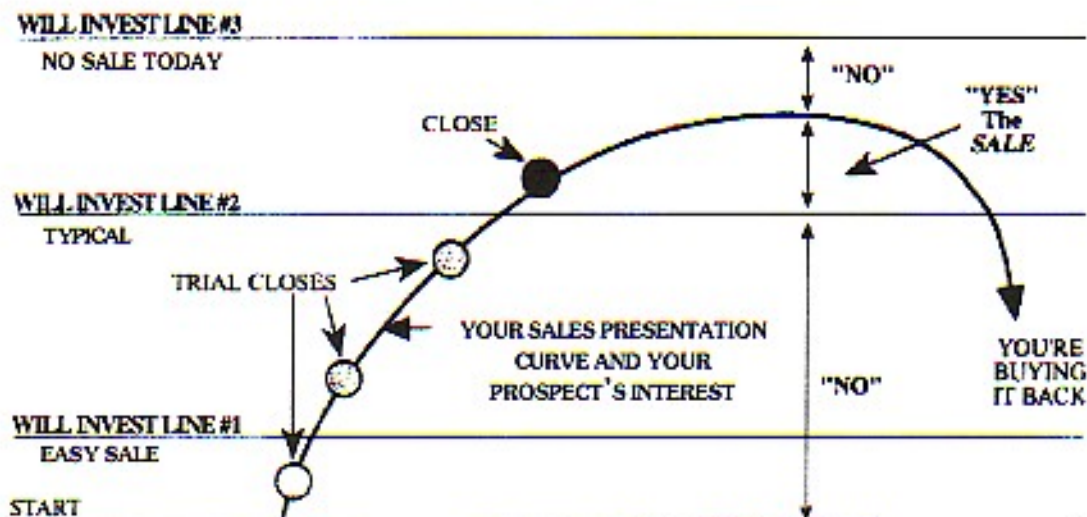
9. What I liked best about what I did today on this presentation:

10. What I will do on my next call to this prospect: \_\_\_\_\_



## #5—THE CLOSING CURVE

**WHEN DO YOU CLOSE?** The obvious answer is *"when your prospect is ready to say yes and invest!"* Sounds simple! But every prospect is different—some decide "yes" very quickly, others need to see a lot of need, use and value, plus ask questions and do some thinking before going ahead. Then you have the type of prospect who only says "no" and will not reach a positive decision, at least not today. The professional knows a principle... it's **"ABC" ...Always Be Closing.** The reason is that without constant testing (●) you might bypass your customer's "Will Invest Line" and end up buying it back! Study this illustration and the three descriptions below.



**TRIAL CLOSE** - Asks for an opinion. It tests for interest and acceptance. *"How does this sound to you?"*

**A CLOSE** - Asks for a decision and requires action. *"When do you want delivery?"*

1. **THE "EASY SALE" — WILL INVEST LINE #1** You have a prospect with a very low "Will Invest Line." For whatever the reason, they don't need to see and hear very much and will make a positive buying decision to invest very quickly. This type of prospect is an "Easy Sale." **Caution...** don't oversell him or you'll buy it back! Since about 10% of your prospects could fall in this category, it's vital to begin closing very early in your demonstration. Once you get a commitment to invest, quickly complete the paperwork, get the dollars and time taken care of, and continue your presentation! It's vital with the Easy Sale that you not leave too quickly. Be sure to give them all the information they are entitled to. This prevents "buyer's remorse" and having them change their mind due to a quick close!
2. **THE "TYPICAL SALE" — WILL INVEST LINE #2** Here's your typical sale, a prospect that will say yes after they convince themselves it's a good decision. They ask lots of questions and give you plenty of objections because they are interested. It's vital if you're going to reach their W.I.L. that you keep adding need, use and value as you continue your presentation. This prospect often scares the amateur away because they are demanding, concerned, questioning, thinking and have some objections. The key to selling is to add value.



"If every sale were easy then my company wouldn't have to pay me so well. I love those tough prospects because I know how to sell value, not price!"

3. **THE "NO SALE TODAY" — WILL INVEST LINE #3** In this case, for whatever the reason, your prospect will not say "yes" today. It could be some specific condition, excuse or reason that in time could change... but today it's a no. Accept the fact that you won't sell or get the commitment with everyone every day. Don't worry about it, you still have lots of other prospects. Avoid thinking to yourself, *"I'll sell this person if it's the last thing I ever do!"* ... because it might be!



- 4. HOW LONG DOES IT TAKE TO REACH THE WILL INVEST LINE?** The closing curve concept doesn't include time. Since every type of selling has a different selling cycle, some sales may take months to get to the final "yes." However, each presentation along the way should have a close, and culminate in a decision to go to the next step. In some selling cycles it could be a two or three call close taking from seven days to seven weeks, others might take only seven hours or as little as seven minutes. No matter what your time frame, you should **Always Be Closing!**



"I'm so glad our products aren't low priced."

- 5. SELLING VALUE, NOT PRICE** When you picture the balance scale concept and combine it mentally with the closing curve, you can see the need is not just for strong closing, but for strong selling! The piling on of powerful benefits that show need, use and value. You climb the heights of the presentation curve when you're selling, not closing. Price is certainly a factor, but it's only one of many. Many ordinary salespeople think reducing the price or selling at the low end of the market is all it takes. It's not true! What sells is a combination of benefits—**VALUE** as perceived by your prospect.

- 6. YOUR PROSPECT'S "INVESTING SIGNALS"** Your prospect tells you how you are doing and how close to his Will Invest Line you are by sending out "signals." These signs of interest are quickly recognized by the professional. An investing signal is anything your prospect says or does that indicates in his own mind he has reached, or has almost reached, the decision to go ahead and invest. Do you have a written list of investing signals your prospects send out verbally and non-verbally? Here are a few obvious ones. Some of the ones you'll get may be more subtle.



"I'm looking for investing signals."

**A. VERBAL** (What they say)

- What do you need from me now?
- How much can I save on five cases?
- What's the return policy?
- Will you show me how to use it?
- How soon can I get it?
- Can I add to the order later?

**B. NON-VERBAL** (What they do)

- Reaching for the agreement
- Smiling and looking relaxed
- Touching their chin
- Picking up a pen or pencil
- Reading your materials
- Eyes lighting up

- 7. TRIAL CLOSES** To check your progress, measure prospect interest, and insure that you don't keep talking and buy it back by bypassing their Will Invest Line, you simply put your sales presentation in neutral and ask your prospect, "How am I doing? Are you getting ready to say yes so I can stop talking and start writing?" Of course, you'd use a bit more tact and professionalism. The key to using trial closes is frequency... use lots of them, often!

**8. INGREDIENTS OF AN EFFECTIVE TRIAL CLOSE** An effective trial close:

- A. Asks for an opinion, not a decision
- B. Is non-threatening
- C. Can be either an "open" or "closed" question
- D. Gets you an immediate response
- E. Helps you determine where you are on the curve of prospect interest
- F. Is varied, not the same one over and over again
- G. Fits naturally into your presentation

**9. EXAMPLES OF TRIAL CLOSES**

- "How does this sound so far?"
- "Is this what you've been looking for?"
- "How does this compare to others?"
- "Are you ready to go ahead or should I show you a little more?"
- "Just supposing you went ahead, how would you handle the details?"
- "This is true quality, isn't it?"
- "This is a great value, isn't it?"
- "What do you like best about it?"

**A trial close asks for an opinion, not a decision!**



- 10. WHY CLOSE?** The purpose of a closing question is to get the prospect to reach a decision. You've shown the need, use and value of your products, now it's time to act. Closing is the logical conclusion to an effective sales presentation! Closing confirms the fact that your prospect has made the mental decision to say "yes."

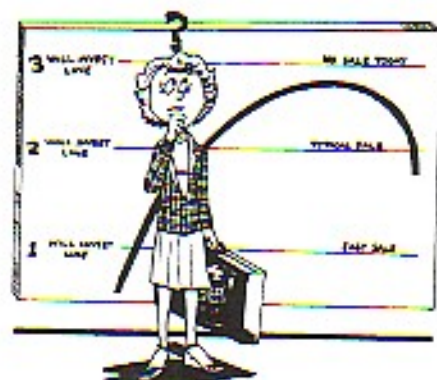
Remember: *Nothing happens until you ask for the sale...*

*So Close! Close! Close!*

- 11. HOW TO CLOSE—WITHOUT FEAR, WITHOUT FUMBLING, AND WITHOUT FAIL!** Your closing questions could come at any time in your sales presentation, but the best time is either:

- After you pick up a positive investing signal.
- After you use a trial close and get a positive response.

Your closing question is the logical conclusion to your previous step in the sales presentation.



"I now understand why it's so important to close EARLY and OFTEN! I live by the rule of ABC—Always Be Closing because I know that selling is helping!"

- 12. INGREDIENTS OF A GOOD CLOSING QUESTION** A good closing question contains these important ingredients:

- Natural** It fits right into what you're saying and doing.
- Sincere** You think and feel that they should be going ahead and it comes out that way.
- Expectant** The question is structured to show you're assuming it's a "Yes, I'll invest" in both tone and words. "You don't want it, do you?" is not an expectant close! Your bearing, tone and words must indicate confidence.
- Requires Action** The result of a positive reply by your prospect will direct you to do something, fill out the purchase agreement, make a choice, go somewhere, *do something*.
- Gets You a Reply** Whenever you ask a closing questions, BE QUIET. Wait for the reply... no matter how long it takes. Make the decision to only ask the same question again, or just smile and be quiet!
- The Result is a Sale - OR - an Objection** Both are positive for the pro. If a sale, you just complete the details. If it's an objection, you proceed with more need, use and value to move up the presentation curve, or to "51% positive" on the scale of decision.

- 13. AVOID HIGH PRESSURE** Pressure is good and is a positive force... as long as it's not too much! Pressure keeps your blood moving, water flowing, your tires absorbent, spray cans spraying, and helps people make good decisions to act and act now! The misconception that to sell you need to put some high pressure on is just that, a misconception. You need only to close with the six ingredients just mentioned in Idea #12 above.

High pressure occurs when you close over a close, without adding any new need, use and value to your prospect's scale of decision. The professional knows that only the prospect decides and that decision is based on information. The goal is to keep adding information to the presentation, and then close. All you're asking is "Well, how do you like it now with all these new benefits for you?" That's not high pressure. Always add value between your closes and you'll avoid high pressure.



"Remember: *Timid closers have skinny kids.* I love to close, and so my kids are well fed, my prospects are now thrilled customers and I'm a successful sales pro!"



"Please don't make me feel I'm behind the eight ball and high pressure me—just high value me instead!"



- 14. TYPES OF CLOSING QUESTIONS** There are dozens of different types of closes you can use. The professionals use most of them and constantly vary the ones used in a presentation. The ordinary salesperson knows two or three types and uses only one. The professional has mastered at least twenty different ones and uses at least five in every presentation. Here are some of the most common types and an example for each of them.



"Just fill it out."

- A. **Classic Choice Close** You offer a choice between two positives. Whichever the customer chooses, they have invested. "Which one do you like better, Plan A or B?"
- B. **Order Blank Close** You simply pick up your pen or pencil and begin filling out your order form, asking questions as you do. If they answer, you have a sale, if they don't, you've got an objection. "Let's see, today is the \_\_\_\_\_?"
- C. **Minor Point Close** You seek a decision on a minor item that automatically confirms the major one. "What initials would you like on your glove compartment door?"
- D. **Might Miss Out Close** You create urgency to act now or they will miss out. "Let's not wait another minute. Today is the last day for the special. Would you like two or just one?" Or, "I'm not sure we have any left. Should I check with our office?"
- E. **Show You How Close** You offer to explain how something works. "Would you like me to go over the instructions now or should I stop back after you've gotten the order in?"
- F. **Restaurant Close** You just assume it's a "yes" and you take action without even asking the customer what to do. "You deserve the best! Let's go ahead and get this paperwork out of the way. Oh, first you..."
- G. **"If I Could, Would You?" Close** You get a commitment to act subject to your ability to do something. "Just supposing we could do ... then you'd want to go ahead, wouldn't you?" "Okay, let's just say we can do it, then all we need to put down here is 'Subject to your being able to \_\_\_\_\_', right?"
- H. **Columbo Close** (Use after at least four other closes.) Pack up your materials, head for the door, put your hand on the doorknob, then stop and say: "Just to clarify my thinking, what's the real reason you're not going ahead today?" Once you hear the real objection, go back to selling and say: "I'm so glad you told me that. It's my fault for not showing you how..."
- I. **Billy Goat Close** Often called the puppy dog close. "If you don't like it, you can cancel it." Or, "Try it for 14 days. If you don't like it, you can return it, no questions and no hassles." Check with your sales manager about how you can use this close.
- J. **Sincerity Close** Caution! Only use this close if you're really 100% sincere in your conviction that your prospect will truly benefit from what you're offering. "I'm not leaving until you go ahead and make this investment. Everything you've told me supports your going ahead now! I can't leave, in good conscience, without seeing you make the right decision. What do I need to do to help you take action now?"



"Closing pays off for me."



"Subject to... Hey, I like that closing idea."

Remember the story about Don Raymond, the real estate pro, who pointed his finger in Joel's face and shouted at him in 1971, "You're a damn fool if you don't buy this house right now!" Don was right! Joel and Judy bought the house, and over 32 years have made major improvements to it. Their children grew up there, and it turned out to be the best investment they ever made. Just the value of the land alone has appreciated over 4,900%.

When you are that convinced, be like Don Raymond. Don't be timid... say what's in your heart. Be sincere!

- Write out your own closing questions.
- Close without fear, fumbling, or fail!
- It's all part of a selling strategy for sales excellence!

**Selling Is Helping!**



## #6—UNDERSTANDING OBJECTIONS

Prospects at various stages of a sales presentation come forth with objections. You've heard almost all of them and they can be boiled down to four categories:

- No money... "I can't afford it."
- No need... "I really don't need it."
- No hurry... "I'll get it later."
- No trust... "I want to check around."



"I have nine objections. Better get your cushion."

1. **WHAT TYPES ARE THERE?** Just two types exist in almost all selling with almost all prospects: Those prospects tell you about — **STATED**; and those they don't tell you about — **UNSTATED**.



"What's bothering you?"  
"You can only answer objections you know about. So get out unstated objections."

- A. **Stated Objections** come right out and are easy for most prospects to tell you and for you to answer.

- "We can get a lower price from XYZ."
- "Right now is a bad time for us."
- "I'm going to wait till after the first of the year."

- B. **Unstated Objections** are the problem. Unless you uncover them, you can't answer them. In many cases, prospects don't want to hurt your feelings, so they don't say:

- "I don't like you, your products or your company!"
- "You're too high pressure and pushy!"
- "I heard you're in financial trouble!"
- "You're a French company. I only buy American."

- C. **Ignorance is not bliss when it comes to objections.** Unless you smoke them out into the open, it's almost impossible to answer them or deal with them. In some cases, you just have to ask them:

- "What are you thinking right now?"
- "Is it me? Is it our products? Is it the price?"
- "Am I too pushy? Too high pressure for you?"
- "Have you heard some things that disturb you?"

Get them out in the open with questions. Say, "It's okay, you can tell me."

2. **WHEN DO YOU GET A PROSPECT OBJECTION?** It could come at any time, but usually in a sales presentation it comes:

- At the beginning
- After a benefit statement
- Following a closing question



"Objections appear when you're below the Will Invest Line — so add more benefits. Have no fear. Get back to selling value!"

3. **QUESTIONS YOU NEED TO ANSWER** When you make a presentation, think of answering these six questions which your prospect has in mind. They all start off with their self interest... "Do I want...?"

- |                                       |                                    |
|---------------------------------------|------------------------------------|
| 1. Do I want the product or service?  | 4. Do I want it now?               |
| 2. Do I want this particular one?     | 5. Do I want it from your company? |
| 3. Do I want to invest money or time? | 6. Do I want it from you?          |

Your job is to answer those six questions in your professional sales presentation.



## 4. WHAT DO PROSPECT OBJECTIONS MEAN?

You hardly ever really know what someone else means by what they say. You can only surmise from past experience and the situation at hand. Prospect objections could mean:

- A. **Nothing** — they are just conditioned responses (habits).
- B. **Questions** — they need answered.
- C. **Conditions** — they want met.
- D. **Excuses** — they mean something else.

In almost every case, objections are good! They show your prospect is interested and thinking about it. Without objections you would have no direction to follow. It's your prospect's way of telling you what to do next.



"Hey, come on, give me some objections—I love them!"

## 5. WHEN DO YOU RESPOND TO YOUR PROSPECT'S OBJECTIONS?



"I love anticipating and bringing up the negatives before they do!"

A. **Before They Come Up** Anticipating common and frequently heard objections is the best way. That way you don't have to defend your position... you've taken it all away.

- "As you know, this is a slow time of year, so..."
- "It's always so easy to just put off deciding when..."
- "Because our prices aren't the lowest, it's important to see why..."
- "Because it's the middle of summer, now is..."

B. **When They Come Up** Just answer them when you hear them.

C. **Later** Delay your answer, especially when something in your presentation will cover it.

- "That's a very good point you brought up. Would it be okay if I just jot it down and answer it a little later?"
- "Your question is well put. I think when we get to the \_\_\_\_\_, you'll see how we can handle that very easily. Now look at how the..."

D. **Never!** Some prospect objections are so ridiculous that they don't deserve a reply. Just ignore it like you didn't hear or bypass it with:

- "That's an interesting point. Now look..."
- "I see. That's a new one for me."
- "Seriously, let's look at this idea and..."

## 6. HOPELESS OBJECTIONS

They are not actually objections, but conditions that in most selling situations are hopeless. Avoid the posture of "I'll sell him if it's the last thing I do!"... because it might be. Some hopeless situations or objections:

- "I'd love to buy now, but I'm going to jail tomorrow."
- "I can't decide, since I'm quitting my job in 3 days."
- "We can't afford it, since we're going bankrupt."
- "I'm selling the business and moving to Afghanistan!"



"Yes, I'd like to buy lots of your products. Can you come over and see me here in jail?"

**You don't have to eliminate or overcome objections.  
All you have to do is add enough need, use and value  
to get your customer over the Will Invest Line!**



## #7—ANSWERING OBJECTIONS

**OBJECTIONS ARE REALLY QUESTIONS** In your mind just make the prospect's objection a question and suddenly it's not a threat or a negative.

- "I'm not interested." = "What can you show me that's interesting?"
- "I can't wait that long." = "Can you show me why it's worth waiting for?"
- "I'll think about it." = "What are some good reasons to act now?"

### How To Answer Them

As you know, there are no magic formulas in selling, but there are practical and proven methods. Here are some ideas for your use in handling "objections" you receive and answering them as questions.

**Step 1 LISTEN** Really Listen! Listen with your eyes as well as your ears. Put all your senses on full alert. Forget about what you're going to say.

- Don't assume or prejudge.
- Focus on your prospect.
- Show you're interested, receptive and not defensive.
- Give positive non-verbal clues — nod, smile and use verbal "I see," "Hmmm," "Okay."
- Write it down. Prove that you listened.

"I'm listening really well. I enjoy this kind of open feedback and direct approach input."

**Step 2 DETERMINE MEANING** What did he mean by what he said? Could the "objection" (question) be something he always says to salespeople, a conditioned response? Or was he/she:

- A. Asking a question — Did he ask you to give him more information?
- B. Setting a condition — Was he testing you? Was he setting up a situation which implied, "Hey, if you can... then I'll go ahead."
- C. Making an excuse — Was he covering up the real "objection" (question) with a smoke screen?

It's not easy determining what another person really means by what he says. In the English language, the 500 most frequently used words have over 14,000 meanings. That's over 25 meanings per word. Plus sometimes it's not just what is said, but how it is said. This simple sentence could mean a lot of things based on the **emphasis** of one word.

- I didn't say it was good! (He said it.)
- I didn't **say** it was good! (No, I wrote about it.)
- I didn't say **it** was good! (I said, "That was good.")
- I didn't say it **was** good! (I said it is good now.)
- I didn't say it was **good**! (I said it **wasn't** good.)

There are five different meanings in that simple sentence. So in Step 2 you have to interpret the clues. Go with your best judgment.

**Step 3 SMILE** Show your confidence. Be happy about getting an objection. Make it a big, wide, happy smile. Even a chuckle or giggle helps. Don't be a wise guy or gal. Just convey: "I'm not scared," "You can't fool me," "Hey, it's okay. I know what you mean." This step is so-o-o powerful.

**SMILE — SMILE — SMILE**

(Count to three, and hold that smile.)

"I'm smiling and I have no fear."







"As a sales pro I always carry a cushion and I use it too! It tells them it's okay to object and that I understand them."

**Step 4 CUSHION** Keep their "screen" of receptivity open and avoid the feeling of pressure. Use a softening statement that implies "It's okay for you to have an objection, really it is. I don't mind at all." Here are a few you can use and vary them.

- "That's okay."
- "You're right to be concerned."
- "That's an excellent point."
- "Thank you for bringing that up."
- "A lot of people feel that way at first."
- "That's understandable."
- "I used to feel that way myself."
- "It's all right, I understand."
- "I respect your position."
- "You're very perceptive, most people miss that."

So far you've listened, determined what they mean, smiled and told them it's okay, you understand. Because of these four quick steps your customer should be relaxed, non-defensive and willing to listen to you answer their question.

**Step 5 RESTATE** You restate the "objection" (question) which proves you listened. You don't say it exactly the way it was given to you. Alter it slightly, so you don't sound like a parrot. Also add what you think he meant by what he said and conclude with a question so you'll get a response such as, "Yes, that's exactly what I meant!"

**Objection:** "Now is just not a good time for us to buy."

**Question:** "You like the concept but the timing just isn't good. Is that right?"

**Restatement:** "Mr. Prospect, you're so right to be concerned about the timing. The question really is, what will you be getting then and how does that compare to what's available right now—is that really your concern?"

If "Yes," continue to Step 6.

If "NO, that's not what I meant," follow with: "Then to clarify my thinking, Mr. Prospect, what exactly did you mean?" (**Don't assume** — check with a probing question!)

**Step 6 ANSWER** An easy way to remember the options is to use the work "READY."

**R = Reverse it** You flip-flop it. The reason the prospect uses for not investing is the very reason they should go ahead.

**E = Explain it** You give more evidence, information and facts.

**A = Admit it** Tell the prospect they're right. "It's true, but so what..."

**D = Deny it** If it's not true, you have to correct the prospect.

**Y = Why?** Ask why. Get a clarification, more input and information.



"Every NO leads me closer to a YES!"

**Step 7 GET BACK TO SELLING** Since "objections" (questions) occur because you're not over the Will Invest Line or haven't shown "51% positive" on the balance scale, the only way you add more need, use and value is to get back to selling. Continue your presentation and pile on more benefits.

- **Objection:** An imagined reason for not investing now—based on a lack of information.
- **Reason:** The truth based on sufficient evidence.

**THE DECISION** Your customers don't change their minds from "No" to "Yes." They only make a new decision when you give them new information! What new information, or old information repeated, do you possess about your products or services to add to the Scale of Decision?

**Selling Is Helping! So . . . "If The Shirt Fits, Wear It!"**