

Successful Sales Conversations Masterclass



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“Nothing happens in your business until the sale.” – Brenda’s Father

It's true the lifeblood of your business (it's income and impact) depend on the sale.

1. Definition of Sales

A sale is a transaction between two or more parties in which the buyer receives tangible or intangible goods, services, or assets in exchange for money.

So why do we struggle with the concept of selling?

It has to do with the *meaning* we attach and the *image* we hold in our mind.

What **image** comes to mind when you think of a sales person?

image of sales

What meaning do you attach to sales? (e.g. taker, manipulative, dishonest etc.)

meaning I attach to the idea of sales

2. Big Shift (inner game) Change the meaning (and image) and you change the results!

What new meaning/image can you replace it with (e.g. selling is serving)

new meaning I give to the idea of sales

new image I have of a "salesperson"

Big Shift (inner game)

- **Change my Focus: Selling is NOT about me. It IS about my client/customer** (e.g. helping them find solutions to their needs/desires/challenges)
- **Change my Perspective: How I see my client** (powerful, made in the image of God, worthy of respect and NOT a means to pay my bills or as weak, broke). Our job is to help them expand not constrict.

3. Selling is Serving & Adding VALUE

First we must be clear on the value we deliver and the problem we solve or results the client will get working with us. This exercise is powerful to REMIND you how much you DO have to offer :)

a. Write down all the ways you add value to your clients - do a brain dump and write as many as possible! (e.g. help them gain clarity, identify limiting beliefs, believe in themselves, change habits, ask better questions, improve speaking, write a book, etc.)

ways I add value

b. Check your motives

Where are you coming from (place of havingness and abundance or fear and lack - desperate to get as a client)

Where am I coming from?

4. Trust & Rapport - write notes what learn on video

notes on trust and rapport

5. Mirroring and Matching

notes on mirroring

6. Questions to identify needs, pains, desires

List some possible questions to use in your pre-coaching questionnaire and during actual coaching

Notes

Share Benefits

It is imperative that you understand the difference between features (6 sessions, 3 months, 2 hours, etc.) and benefits (results they can experience)

Whenever possible use stories and testimonies (yours or clients)

Facts tell, Stories sell...

Start a list of stories you can share

Story ideas

7. Bridge- from their needs/desires/challenges to what you offer.

"Here is what I recommend"

notes on bridging

8. Objections - are questions in work clothes!

Share what you learned about objections (hint perspective, meaning, not personal, pre-empt)

9. Follow-Up - "The fortune is in the follow up"

ideas you gleaned about follow up. What will you do differently?

notes on follow up

PUTTING IT ALL TOGETHER - Write your 3 biggest aha's or take aways and what you will implement immediately. (this is most important)

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