

**Break The Rules
To Close More Sales**


Presented by Tony Goodwin

WELCOME!

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Question

I or my people could sell more if only

- Communicate value better
- People didn't buy on price
- Could stop 'think about it'
- Had a referral strategy
- Could make approach calls
- Felt comfortable closing
- Get in front of the right people

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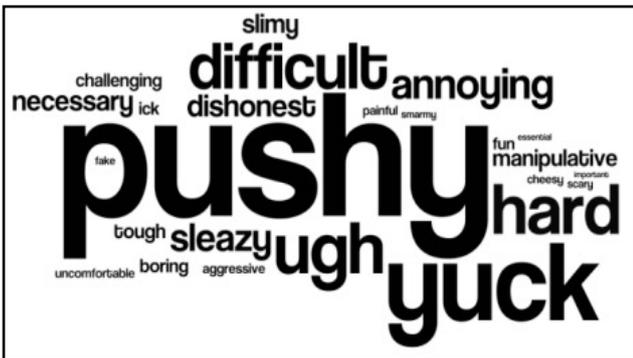
You're Not Alone

- Do too much 'unpaid consulting'
- Spend time and resources on doing quotations and proposals
- Proposals are shopped around
- Coming across as different from the competition
- Asking for referrals
- Do not charge enough
- Not converting enough opportunities
- No structured system

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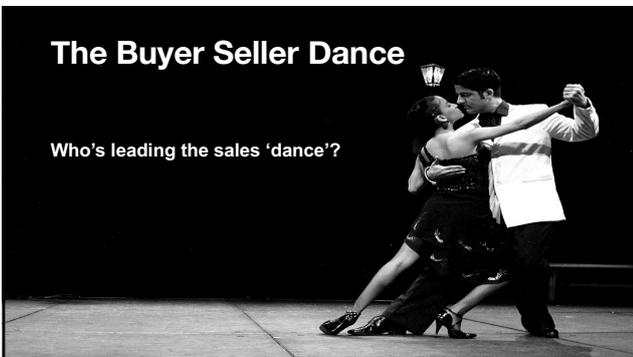
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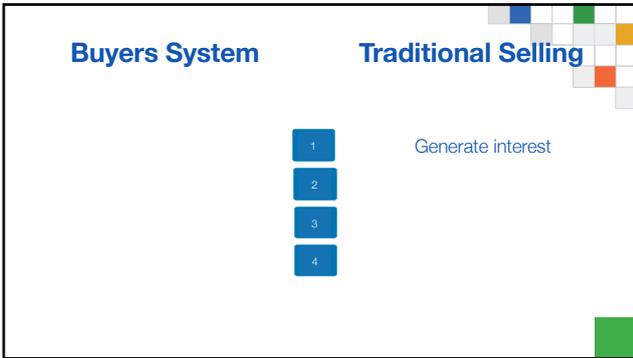
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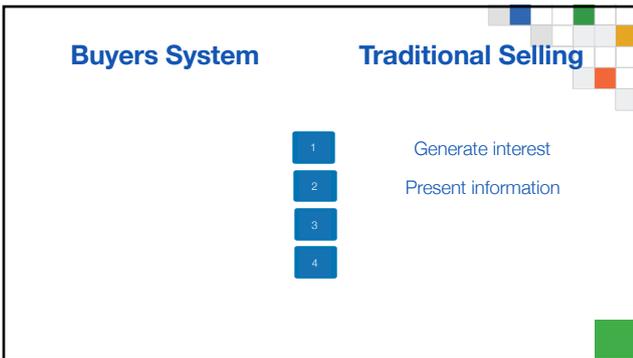
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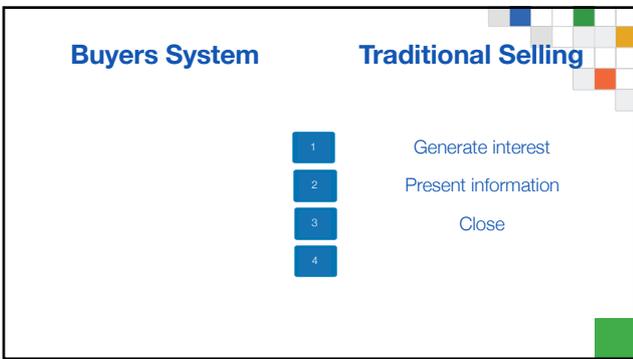
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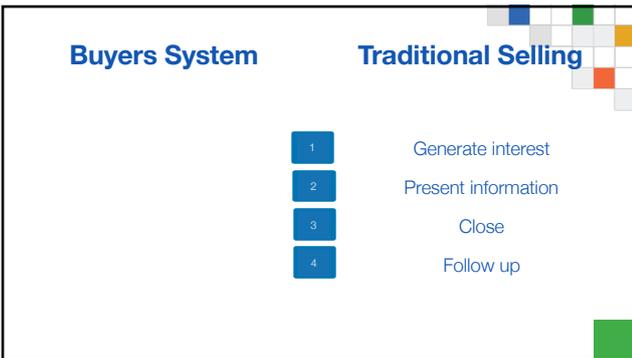
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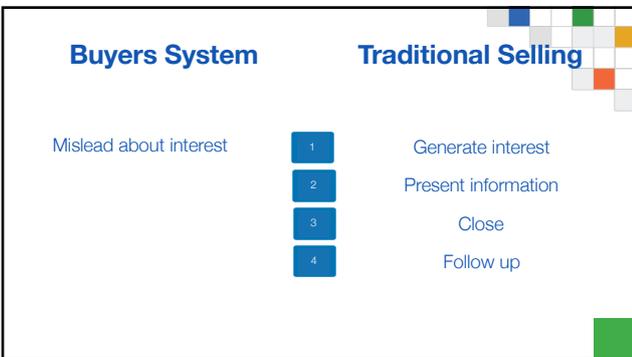
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Buyers System		Traditional Selling
Mislead about interest	1	Generate interest
Know what you know	2	Present information
	3	Close
	4	Follow up

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Buyers System		Traditional Selling
Mislead about interest	1	Generate interest
Know what you know	2	Present information
Mislead about interest	3	Close
Hide	4	Follow up

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Buyers System		Traditional Selling
Mislead about interest	1	Generate interest
Know what you know	2	Present information
Mislead about interest	3	Close
Hide	4	Follow up

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Buyers System		Traditional Selling
Lie	1	Generate interest
Steal	2	Present information
Lie	3	Close
Hide	4	Follow up

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Question



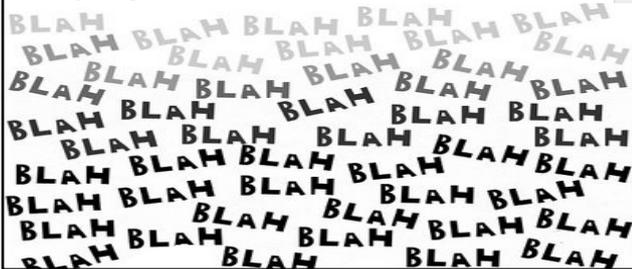
“ We work with a competitor of yours but now I’m looking for an alternative. What are the top 3 reasons we should work with you? ”



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What Are Your Competitors Saying?



BLAH BLAH BLAH BLAH BLAH BLAH
BLAH BLAH BLAH BLAH BLAH BLAH

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Engaging?

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Take Away

Your Primary Goal On A Sales Call Is To Engage The Prospect Or Customer



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Quality

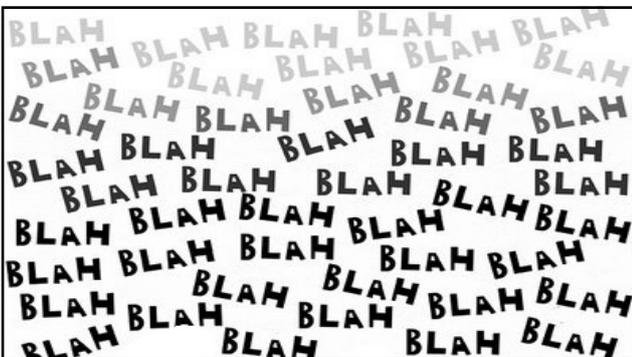
Service

Accreditations

Price

Experience

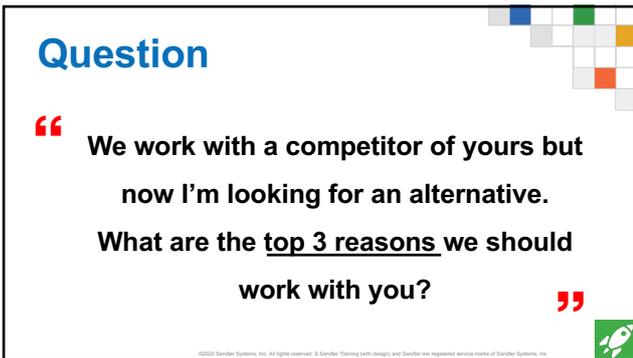
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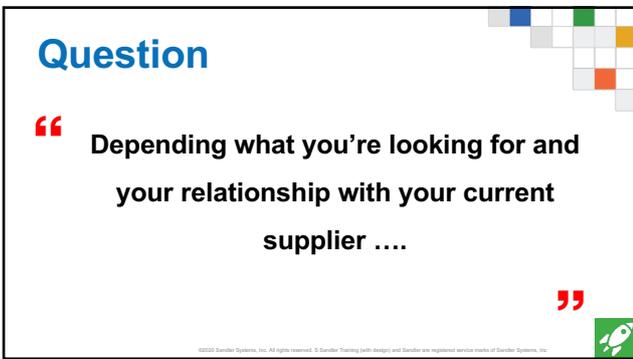
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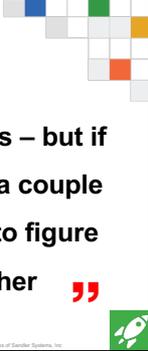


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Question

“ Maybe you shouldn’t consider us – but if you let me backup and ask you a couple of questions then we’ll be able to figure out if it’s worth talking further ”

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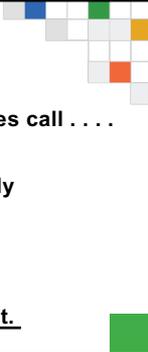
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Disarming Honesty

You can gain instant credibility on a sales call

By saying something seemingly not in your best interest.....

.... prior to saying everything in your best interest.



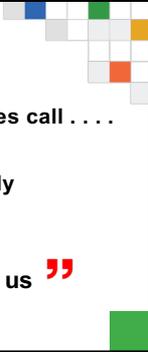
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Disarming Honesty

You can gain instant credibility on a sales call

By saying something seemingly not in your best interest.....

“ Maybe you shouldn’t consider us ”



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Disarming **Honesty**

.... prior to saying
everything in your best interest.

“ but if you let me backup and ask you a couple of
questions then we'll be able to figure out if it's
worth talking further ”

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Take **Away**

Use Disarming Honesty



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BREAK THE
RULES
TO CLOSE
MORE
SALES



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Traditional Selling		The Sandler System
Generate interest	1	Pattern Interrupt
Present information	2	Upfront Contract
Close	3	Pain
Follow up	4	

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Why People Buy

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Pleasure

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Traditional Selling		The Sandler System
Generate interest	1	Pattern Interrupt
Present information	2	Upfront Contract
Close	3	Pain
Follow up	4	Budget
	5	Decision
	6	Fulfilment
	7	Post Sell

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Traditional Selling **The Sandler System**



1	Pattern Interrupt
2	Upfront Contract
3	Pain
4	Budget
5	Decision
6	Fulfilment
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Traditional Selling **The Sandler System**



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Questions



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