

# Ripping Up The Sales Manual: Momentum Selling

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**Get the Most Out of  
Our Session Today**



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## What to Expect

- 60 minutes
- Rapid fire
- Q&A
- Recorded



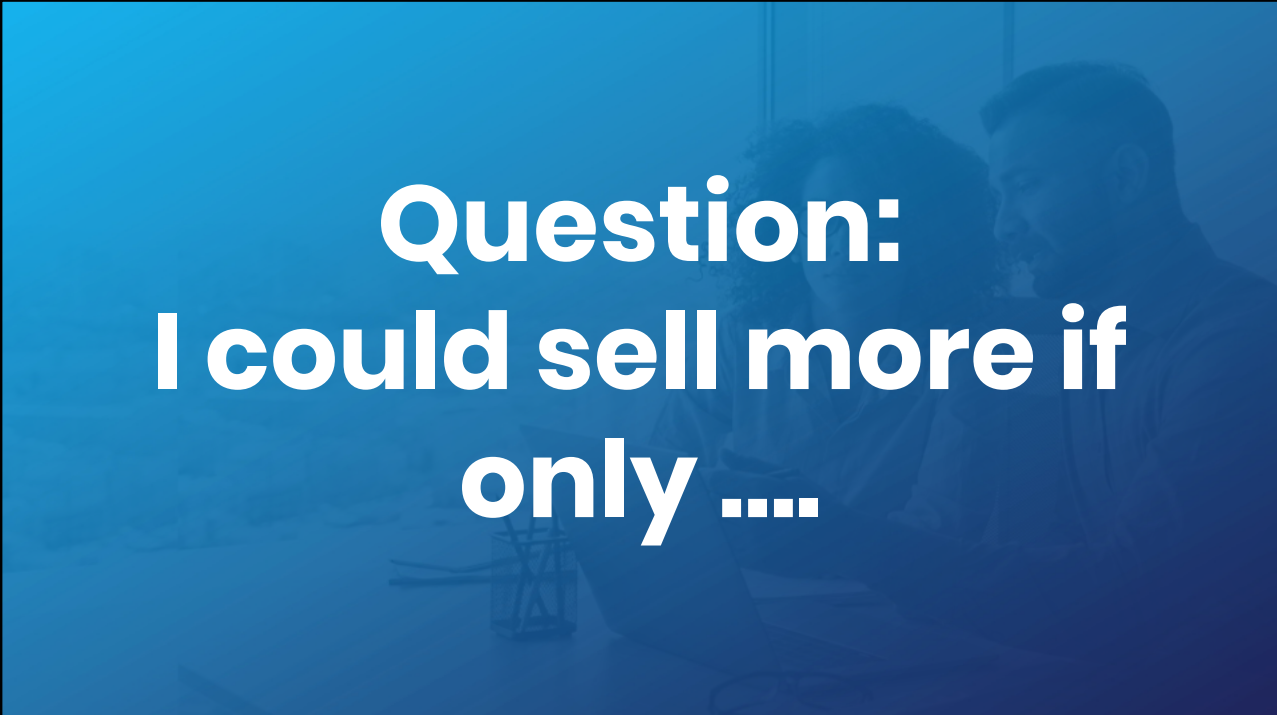
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## Today's Objective

- A new way of approaching sales to differentiate yourself
- Get in control of the sales process
- Streamline your process and close more deals in half the time



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**Question:  
I could sell more if  
only ....**

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## **Typical Answers**

- Communicate value better
- People didn't buy on price
- Could stop 'think about it'
- Had a referral strategy
- Could make cold calls effectively
- I could close effectively
- 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 proposals
- Proposals are shopped around
- Don't come across as different from the competition
- Not converting enough opportunities
- Don't have a structured selling system
- Often out of control in the sale



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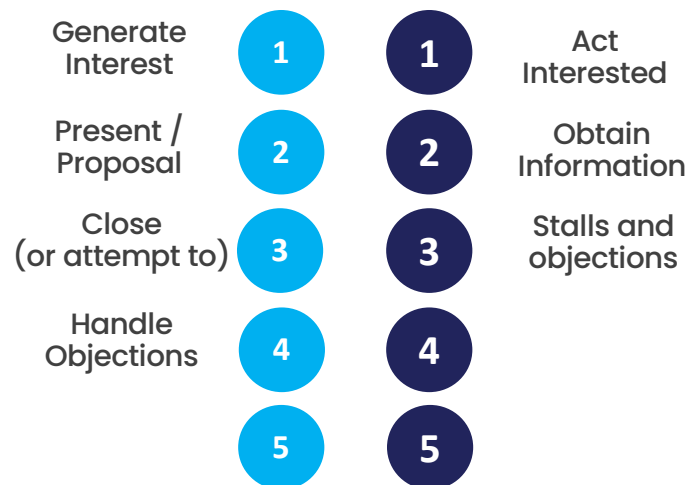


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# The Typical Selling System

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## The Buyer/Seller Game



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## The Buyer/Seller Arm Wrestle

Generate Interest	1	1	Act Interested
Present / Proposal	2	2	Obtain Information
Close (or attempt to)	3	3	Stalls and objections
Handle Objections	4	4	Avoid Commitment
Follow-Up	5	5	Disappear



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## Why Are They Ghosting You?

- It's a no
- When do you want to know it it's a no?
- Go for the no!

t.

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# The Result?

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# The Buyer/Seller Game

<b>FRUSTRATED SALESPERSON</b>	Generate Interest	1	1	Act Interested	<b>INFORMED BUYER</b>
	Present / Proposal	2	2	Steal	
	Close (or attempt to)	3	3	Lie	
	Handle Objections	4	4	Lie	
	Follow-Up	5	5	Hide	



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**All Buyers Are Liars**



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***We work with a competitor of yours  
but now we're 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.**



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***What are the top 3  
reasons we should work  
with you?"***



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“

**Depending on what you're  
looking for and your  
relationship with your  
current supplier ....**

”

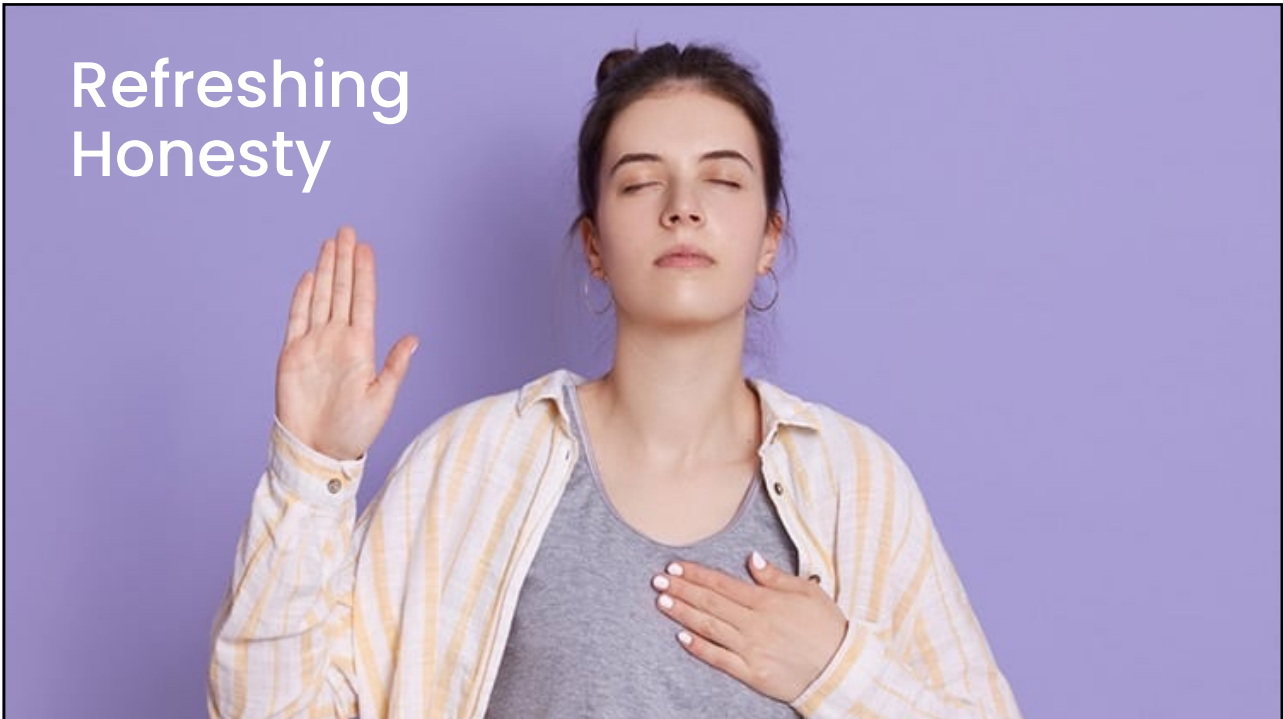
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“

**Perhaps you shouldn't  
consider us – but if you let me  
ask you a couple of questions  
then we'll be able to work out if  
it's worth talking further**

”

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## Refreshing Honesty

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## Refreshing Honesty

**You can differentiate yourself on a sales call . . . .**

**By saying something seemingly  
not to your advantage...**

**'Perhaps you shouldn't consider us'**



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## Refreshing Honesty

**You can gain instant credibility on a sales call . . . .**

**.... prior to saying  
everything in to your advantage**

**'Let me ask a couple of questions'**



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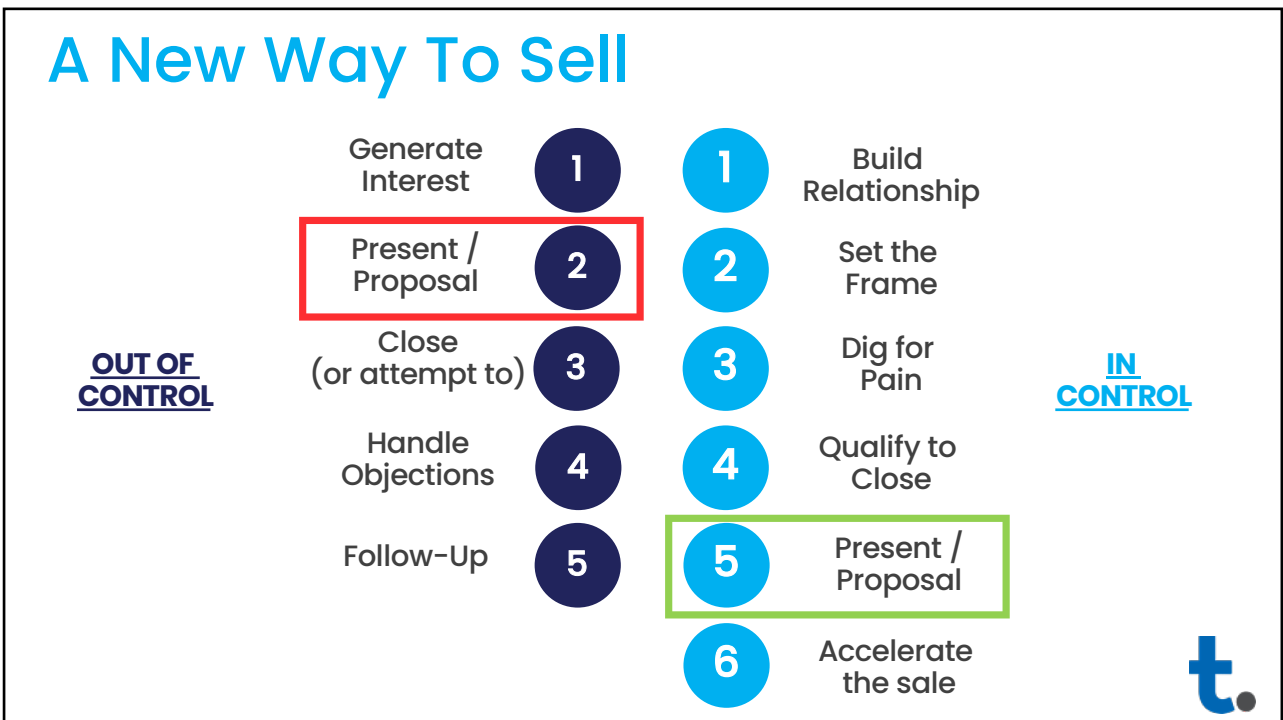
## Be Different – Break The Pattern



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**DIFFERENTIATION  
+  
CONTROL  
=  
MORE SALES  
FASTER**

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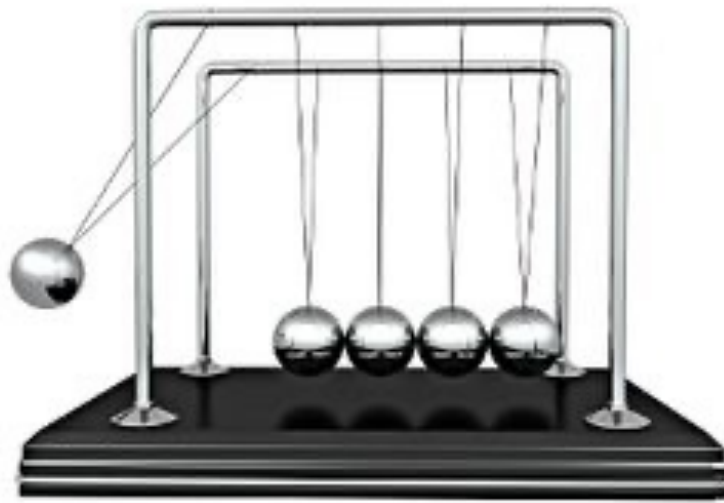
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# The Momentum Selling System

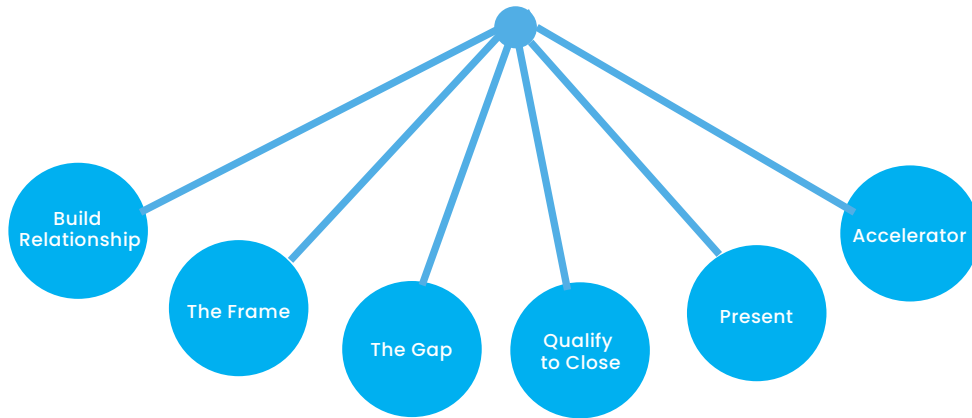
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## Newton's Cradle



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# The Pendulum



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# Summary

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## Summary

- A new way of approaching sales to differentiate yourself
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**Thankyou!**

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