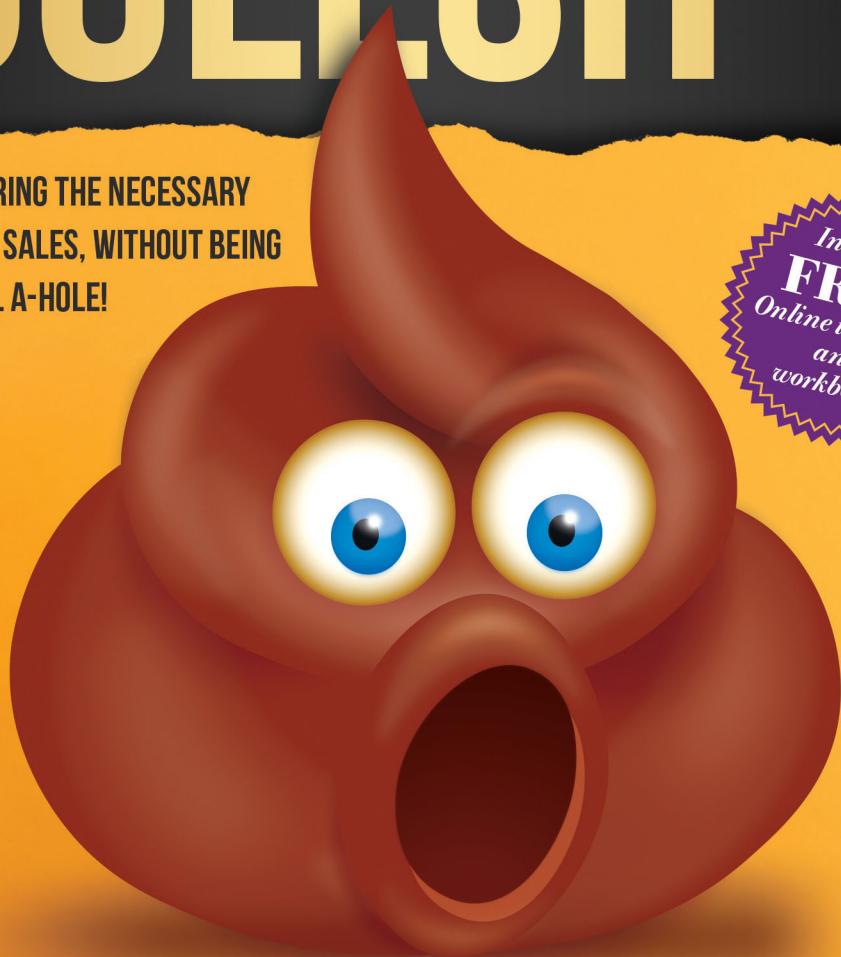


SELLING IS BULLSH*T

MASTERING THE NECESSARY
EVIL OF SALES, WITHOUT BEING
A TOTAL A-HOLE!



SEE INSIDE FOR DAN'S MONEY BACK GUARANTEE!

"The BEST sales training manual for entrepreneurs who HATE selling!"

BY COACH DAN GORDON

SELLING IS BULLSH*T

**MASTERING THE NECESSARY EVIL OF SALES
WITHOUT BEING A TOTAL A-HOLE.**

**WRITTEN FOR YOU BY COACH
DAN GORDON**

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Los Angeles, CA

Dedicated to my beautiful mother, Sandra Sokolik, whose courage in leaving the corporate world to pursue her love of animals and pet sitting continues to inspire me every day. Thank you mom, for being my first client, an amazing entrepreneur and, the inspiration to pursue my passions. You and PetMom, Inc. will live in my heart forever.



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This book includes FREE online practices and training.
To log in, go to: www.SellingisBS.com.

To schedule a no-cost consultation with Dan Gordon
text the word "HELP" to: (213) 409-8366.

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Coach Dan's No-B.S. Guarantee

It's very simple. If you don't like this book, I'll give you your money back. That's pretty much it. I've already helped hundreds of people increase their income through sales, and I know I can help you too. **HOWEVER**, if you hate my book, don't find it effective or, for some reason, you changed your mind about wanting to make more money, I'll give you a **100% REFUND**. No other sales book in the world offers this promise. That's just how much I believe in my process.

To get your money back, just go to the website for this book, **SellingisBS.com**, and click the button that says, **"I hate your stupid book, Dan and I want my money back."** All the details about how to get your refund will be there.


COACH DAN GORDON



INTRODUCTION:

LET'S GET RIGHT
INTO THE
BULLSH*T



First, I need to get one thing out of the way immediately...

You may disagree with me on what I'm about to tell you, but it's true. Ready? Here it is:

**You are already a GREAT salesperson.
You just don't know it yet.**

The real bullsh*t about selling isn't about selling at all. It's the bullsh*t you're telling **yourself** about *NOT* being great at selling. Most entrepreneurs have a giant misconception about sales. They think that selling is this evil thing that gets people to buy stuff they didn't intend to buy. That is 100% incorrect, and the people who do that are the *worst* types of salespeople. I would never want you to be that. What makes someone a **GREAT** salesperson is their ability to be authentic with people. I know that being authentic, honest, and respectful is important to *you*, or you would not have bought this book.

Authenticity is what drives every *great* sale. The only problem you are having in being more effective at selling is that you have been *misusing* your authenticity. Instead of it helping you, your authenticity has been holding you back. Throughout this book, I'm going to show you how to flip that script and turn being authentic, honest, and respectful into a power position that allows you to close more sales than you ever imagined. But for now, I don't want to get too ahead of myself, so please just sort of put all of this in the back of your mind while we cover some other important stuff first. Deal?

The first thing you need to recognize as an entrepreneur is that, regardless of what business you are in, you don't have a business at all until people are paying you for what you do. Unless someone is paying

you, all you have is a hobby. Hobbies are great, but when you go to the bank for a loan, they don't ask, "What's your hobby?" They ask you about the money you are earning in your business.

While money is not everything in life, it is the power cell that fuels your company's life. Without money, your business dies. When people ask me, "**How can I earn more money in my business?**" I tell them there are three simple ways:

- 1.** Raise the price of what you're currently offering.
- 2.** Create another product your customers will want to buy.
- 3.** Increase your sales.

Simple, right? As a business coach, I help my clients do all three. However, in this book, I will be focusing primarily on the third way. So let's talk about that.

One of the biggest reasons so many entrepreneurs fail when it comes to closing more sales is that they tend to have their heads so far up their own asses about how great their product is that they think the coolness of their product alone will make their prospect want to buy it. It doesn't. Instead, you need to forget about all the things you love about your product and only talk about your product from the perspective of what your customer desires and nothing more.

Imagine what would happen if someone needed life-saving heart surgery, and the doctor approached them like this:

"This operation is SO cool! We have this awesome electric saw that will slice right through your chest and expose your heart. Then we have this robotic arm that starts poking around for veins I can use as a bypass. It's really exciting!"

The patient would go screaming out of the office, right? Yet, this is essentially how most entrepreneurs conduct a sales meeting. They

focus on the part of their business they love instead of what would appeal to their potential customer. No one with a failing heart wants to hear about electric saws and robotic arms. They just want to know if the surgery can restore them to good health.

I tell all of my clients that, when it comes to sales, you need to mentally stand where your customer is, turn around, and look at your business from their perspective. What do they **WANT?** What **EXCITES** them? What do they find **INTRIGUING?**

Take, for instance, the title of this book. I would rather have called it *"Fail Your Way to Selling."* I like that title because I know that failing is how you get better at sales. However, if I tried to sell you on the idea of helping you to fail at selling, I seriously doubt you would have bought this book.

So I didn't give the book a title that interested me. Instead, I went to where you are, turned around, and looked at my book from your perspective. I chose a title that was fun and unusual. I thought it would make you laugh and be intriguing enough that you'd consider buying it, which you did. My goal was to get my book into as many people's hands as possible, so I can help them be more successful. I'm not thinking about my product. I'm thinking about *YOU*. That's why I always say:



**"Selling is more important !
than what you are selling!"**

As you read through the chapters of my book, you will see how focusing on selling will help you achieve the results you have been seeking in your business. But that doesn't mean it's *all* about selling. As

a professional salesperson, service, honesty, and integrity will be your most essential values in serving your potential customers and closing more deals. (More on that later.)

I think that one of the most remarkable side effects of becoming masterful at sales is that you will never again feel pressured by other salespeople. You may actually start to enjoy being *SOLD*. When a salesperson comes up to me in a store, I never say, "Just looking." I want to see how they try to sell me. I feel like I'm a magician at a magic show looking to be dazzled and impressed by the person on stage. Can you imagine how much more enjoyable it will be to go to a store and not be concerned about avoiding the salespeople?

Sales may very well become a new and exciting landscape that is fun to explore. No longer will you think of selling as a bag of tricks, manipulation, and techniques. Instead, I'm going to invite you to think of sales in an entirely different way. Consider this:

SALES IS JUST A CONVERSATION!

That's right. Sales is just a conversation. It's not even a skill. The good news is, you already know how to have a conversation, right? You have conversations all the time. You talk with your friends, with your parents, with your neighbors, with your lover...or lovers. You know how to navigate each of those different types of conversations because you do it all the time. But you didn't always know how to have these conversations, did you? When you were a baby, the only conversational skill you had was crying. As a kid, some conversations made you feel awkward. Yet, as you matured, you began learning the nuances of conversations. It became more comfortable for you.

Today, as an adult, you have all sorts of different kinds of conversations with all different types of people. Depending on who you are speaking with, your conversations have to take on very different styles, each with

very different rules. You wouldn't talk with the checkout person at the grocery store in the same way you speak to your parents. You wouldn't have a conversation with a police officer in the same way you talk with your best friend. You wouldn't have a conversation with your boss in the same way you would have a conversation with your lover. (Or, at least I hope you wouldn't!)

In each different social setting, and depending on who you are speaking to, each conversation requires a different style and a different set of rules. Over the years, you have mastered your conversations because you practice them every day. Selling is no different! It's just a different *kind* of conversation with its own style and its own set of rules.

For instance, I'll bet you didn't know that you aren't *really* supposed to answer your prospects' questions in a sales conversation. Sounds odd, right? I mean, why wouldn't you want to answer someone's questions? When I teach you more about that, it will feel perfectly natural *not* to answer their questions.

Once you learn the ***Conversation of Sales***, you will be infinitely more effective at closing deals, growing your income, and being more influential in your life overall.

By the way, if you're one of those people who has a hard time *asking for the money* in a sales conversation, you can relax. By the time we get there, it won't be something that bothers you anymore. In fact...



Asking for the MONEY
can be the EASIEST
part of your SALE!

Okay, I realize that I have taken a lot of time here in the introduction, and I know you want to get to the sales training, but I have one more important thing to share with you before we get started. I call it:

THE BULLSH*T OF BUSINESS COACHING

Throughout my career, I have invested well over \$100k in the coaches I have hired to help me. While I absolutely believe in coaching and know that working with a coach will help you achieve the success you are seeking; unfortunately, there are a lot of BS coaches out there who will take your money and offer little in return. I know that for a fact because, more than a few times, I have been bamboozled by a BS coach myself.

Today, it's more challenging to find a good coach than ever before. Coaching schools are cranking out *certified* coaches like folding chairs off an assembly line. These certificates are little more than under-the-table deals between the schools and the certifiers. I find it sad that my profession has turned into a dumpster fire of con artists and coach-clones all pedaling the same bag of tricks.

To counteract this problem, I have created a simple but effective test you can give your potential coach before you hire them. This will help determine if they are the RIGHT coach for you, if they know what they are doing and if they are likely to give you the best return on your investment.

THE NON-BS BUSINESS COACH TEST

1. The coach should have asked you to fill out an online form *before* meeting with them.

Good coaches want to learn about you before they talk with you about their coaching program. The form allows them to be prepared to help

you with your business and offer valid suggestions the moment you get on the call. Coaches who are committed to being in service will want to help you regardless of whether you choose to sign on with them.

2. Ask the coach this question exactly:
“How will you make sure I earn back the money I’m paying you?”

They should have no problem discussing their plan of action to get you paid back for your investment with them. If instead, they respond with something like: “Well, what you put into it is what you get out of it.” That’s a terrible sign. It’s like a pilot telling the passengers that the safety of the airplane is their responsibility, not his. If your coach does not have a specific program that will increase your income to, at the very least, get you paid back the money you are paying them...RUN!

3. Your potential coach should have an abundance of glowing testimonial videos.

Coaches will often share with you one or two testimonial videos from satisfied clients in an attempt to close you. But are these really their clients or just a bunch of fakes made by their friends? Just like buying on Amazon, the proof is in the numbers. Ask to see ALL the testimonials they have. If they have less than 10, they could be a newbie or a con-coach. If they have over 20, there’s a much better chance they’re a much better coach!

Okay, so that’s the coach test. I hope it was helpful. Now, let’s get on to the business of your **SUCCESS!**

CHAPTER 1:

THE MUST-HAVE TOOLS OF TECHNOLOGY



If you are truly committed to being a MASTER Salesperson...

you will need some essential tools to automate and streamline your sales systems. Imagine taking your car to a mechanic who doesn't own any tools. You probably wouldn't expect your broken car to get fixed. The same is true in sales. You can't expect to be great at selling if you don't have the right tools. The tools I am about to share with you are crucial to perform all the tasks necessary to generate leads, schedule meetings, and track the progress of your various prospects. These are the same tools I use in my sales. If you intend to see dramatic results in your income, you're going to need to use them as well.

I will give you a brief rundown of each tool, why I find each of them valuable, and how to use them. I'm not going to go too in-depth here because I have created a FREE video for each tool that provides a more extensive explanation of how to set them up and how to use them. As with all online content for this book, you can find the videos at www.SellingisBS.com. Okay, let's dive in.

1) Calendly: This is a scheduling platform that allows you to easily book and keep appointments with your prospects. There are many hurdles to getting your prospect into a sales meeting, and one of the biggest is finding a time that works for both of you. Too often, you will find yourself playing calendar bingo with your prospect, going back and forth between your two schedules, trying to nail down a mutually convenient appointment time. If this little back and forth goes on too long, the prospect is likely to get frustrated and say they will just circle

back with you at a later date. As you can probably guess, the later date never happens, and your sale is lost forever. But that's only scheduling problem number one.

Scheduling problem number two is when your prospect forgets about the appointment (or you forget to remind them), and they don't show up for the meeting. Scheduling problem number three is when they have to cancel or reschedule. Here, the entire process starts over again, and your sale is lost forever.

Calendly prevents each of those problems from happening and does it automatically. You start by connecting your online calendar to Calendly, which allows your prospect to select an appointment day and time that's most convenient for *them*. It works because Calendly *only* shows them when you have availability, and the rest are blocked out. Further, once they set the appointment, you get a text and email alerting you, and the meeting then automatically pops into your online calendar. Meanwhile, your prospect also receives a notification they can put in their calendar. As the meeting day and time approaches, they get text and email reminders. If they need to cancel or reschedule, Calendly will allow them to do so immediately. You don't have to be involved. It is truly a vital tool for booking appointments with your prospects.

2) JotForm. This is a platform wherein you can create online intake forms to be filled out by your prospects. I know that might not sound necessary, but it is an invaluable tool. There are three primary ways I use JotForm to increase my sales:

a) Pre-Meeting Online Intake: After my prospect books an appointment on Calendly, they are automatically forwarded to my online intake in JotForm. Here they fill out all the essential details I want to know before our meeting to make the best use of our time together. This way, I don't have to ask a bunch of boring questions at

the top of the call. Instead, I begin offering them help and solutions the moment we start talking. Further, the information they provide allows me to prequalify them as potential clients. For instance, if someone is making less than \$50k a year, it's doubtful they can afford me as a one-on-one coach. I can instead offer them one of my group coaching programs at a lower cost. I am sure there is a great deal of information you could collect about your prospects before your calls that would allow you to assist them better and determine what sort of clients they can be for you.

b) Contract: At the end of a sales meeting, when a prospect says YES, it is vital they commit right away. You must either have them sign a contract or make the purchase immediately. If a salesperson emails me a PDF contract that I have to print out, scan, and email back, they have just lost a sale! You want to consider that your prospect's YES starts to decay the moment they agree to the purchase. The more time that passes before they sign or pay, the more likely they will go from a YES to a NO. You need an online agreement they can read, sign, AND add their credit card info to the moment they agree to the sale. When my prospect says YES, I either hand them my iPad with the form already up or send them the URL with my agreement. I walk them through the contract. They put in their credit card. It is charged immediately, and BOOM! Instant client. I've had several clients gratefully tell me that this process helped them sign up. They say they would have talked themselves out of it if they had more time to "*think about it*."

c) Generating Leads: By offering something of value to people, you can easily gather information from them and generate leads. For example, let's say you have a solar panel company and create a video showing people how to eliminate their electric bill. It is an

intriguing concept that could generate a lot of interest. But, if, at the end of the video, you say, "So if this sounds interesting to you, give us a call," I guarantee you will get exactly zero calls. People will **not** call you if they know you are going to *sell* to them. Instead, you *should* say, "See how much money you can save on your electric bills with solar energy by going here." You give them a URL taking them to your JotForm. Here, they trade their contact info to find out what their savings would be. Congratulations, you have just created a HOT lead! No matter what your business, you have valuable information you can offer for free, and people will provide their contact info to get it. It is only one of an infinite number of ways you can use JotForm for lead generation.

3) Sales Pipeline and Database: The worst possible method for tracking the progress of a sale is your memory—and yet, this is the strategy most people use. Sometimes they have a Word file or some cryptic notes in their calendar, but those are equally as bad. If that's your sales tracking process, it's likely you have never been introduced to the concept of a Sales Pipeline. You can think of a Sales Pipeline as a *recipe* for a sale. When you bake a cake, you follow a series of steps in a particular order, which, when done correctly, ends up with you having a delicious cake. When you use a Sales Pipeline, it is a series of steps in a particular order which, when done correctly, ends up with you making a sale. To create your pipeline, you need to reverse-engineer all the steps you take between first meeting a prospect and closing the deal. You write out these steps across the top of a spreadsheet. Then, you write out your list of prospects down the side. For each prospect, you indicate where you are in the sales process, which shows you exactly how far down the pipeline you have taken them. If you've never created a Sales Pipeline before, it can be a bit of a daunting task. That's why I have created a template for you, along with all the

instructions you need to build your perfect pipeline. I also include a prospect database template for you to use. You can enter your prospects' contact information and all your other valuable data points on them. It is most productive to keep your pipeline and database information together so you can have all your critical sales data at your fingertips in an instant. I'm giving *both* of these valuable tools to you for FREE because I am just *that* committed to your success. I hope you are too!

Let's Practice!



If you have not yet opened up your Practices, please go to www.SellingisBS.com and click **Open The Practices**. Click the **NEXT** button to get to **Practice 1**. Or you can just complete Practice 1 on the next page.

PRACTICE 1:

THE MUST-HAVE TOOLS OF TECHNOLOGY

1. TECH TOOL 1—CALENDLY:

Go to www.SellingisBS.com and click Calendly. You will need to sign up for the PRO version to get all the functionality you need. (At the time this book was published, the cost for the Pro version was \$144.00 a year.) You will also need to watch my FREE video on setting up Calendly to make it start working for you. Then watch my other FREE video on how to set up shortcodes on your phone to schedule sales appointments with people easily. Like all online content for this book, these videos are available at SellingisBS.com.

2. TECH TOOL 2—JOTFORM:

Click the JotForm link on SellingisBS.com and sign up for the Bronze version. (At the time this book was published, the cost was \$190.00 a year.) Then, watch my FREE video on setting up JotForm to make it start working for you. You'll see how to get seven of my custom JotForm templates for FREE, which I created for my coaching/speaking business. They will give you a jump-start on using JotForm for your own business.

3. TECH TOOL 3—SALES PIPELINE & DATABASE:

On SellingisBS.com, click Sales Pipeline & Database. You will be taken to a Google Sheet. Please make a copy of that Google Sheet and put it on your own Google drive. All the instructions for using this template are in the file. If you don't use Google Drive, you MUST set one up. There are plenty of simple tutorials on YouTube showing you how to set up a Google Drive account, but the one I like is on SellingisBS.com.

When you're ready, go to Chapter 2.

CHAPTER 2:

THE ONE THING THAT MAKES PEOPLE BUY



There is ONE simple universal truth when it comes to sales.

Understanding and mastering this truth will be essential for you to become a world-class salesperson. Ready for the truth? Here it is: ***“People buy from the people they like and trust.”*** Pretty simple, right?

This truth is so essential, I'd better say it again. “People buy from the people they like and trust.”

And again: “People buy from the people they like and trust.”

And one last time:



People buy from the people they **LIKE** and **TRUST!** !

That's pretty much it when it comes to sales. Sales is not really about your product or service or how long you've been in business or how many awards you have won or how many accreditations you have. Sales comes down to one very, very, VERY simple thing: People buy from the people they like and trust. That's it! You're only a few pages into my book, and I've already given you the most essential secret that you'll ever need for increasing your sales. What was it again? Oh, yes. *People buy from the people they like and trust.*

The truth is, as human beings, we make all of our choices emotionally. All of them! From the gum we buy in the supermarket checkout lane to the person we choose to marry, every single decision we make is an emotional one. Yes, of course, there are always intellectual and technical components to our choices, but ultimately, we buy something (or marry someone) only when it *feels* right for us. When a salesperson is likable and trustworthy, it generates a good feeling that tells us it's okay to part with our money.

One simple way to establish the quality of being trustworthy is to show up as a Thought Leader in your industry. Being a Thought Leader means you have unique knowledge and a unique approach to operating your business. This knowledge and approach put you ahead of all the other people who are doing what you do. It doesn't mean you must be the wealthiest person or own the largest company in your industry. It's more about being able to share unique knowledge about your business to benefit potential customers. As a Thought Leader, you need to be able to easily articulate what it is that makes someone an excellent practitioner of your business— as well as why people fail in your business. You want to share these truths in each new sales interaction. Use Thought Leader Statements such as: "Here are the three BIG mistakes most people in my business make." For example:

Here are the three BIG mistakes most business coaches make:

1. They do *not* have a proven system to get their clients *paid back* the money they invest in their coaching.
2. They make their clients responsible for the benefits they *receive* from coaching when, in reality, it is the coach's responsibility.
3. They are *not* experts in sales, so they cannot help their clients become experts at selling.

By expressing this wisdom to potential clients, I set the *standard* for what makes a great business coach. In turn, my prospects will (consciously

or subconsciously) evaluate all other business coaches on the standard I have set for them. It elevates me in the minds of my prospects as being *more* knowledgeable than other coaches. I also find that my prospects will ask me additional questions or express their concerns about choosing the best coach for themselves. It creates greater trust and allows ME to set the bar for excellence when they interview other coaches.

If you'd like to talk more about showing up as a Thought Leader, feel free to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button: *Schedule a Call*.

Let's Practice!



Hopefully, you saved your work after Practice 1. If not, you'll need to go to **SellingisBS.com**, start over, and re-enter all your information. If you *did* save your practice, go to the email you received, and click the **Continue Assignments** button. Then click **NEXT** in your browser to get to **Practice 2**. If you're not doing it online, you can simply complete Practice 2 on the next page.

PRACTICE 2:

THE ONE THING THAT MAKES PEOPLE BUY

Okay, you just learned that people buy from the people they like and trust. The best way to quickly establish yourself as trustworthy is to show up as a Thought Leader in your industry. The practice below will assist you in doing that. First, fill in your job title in the space below. Then, write out a list of the 10 mistakes people in your business make.

Out of the 10, choose three mistakes that you consider to be the worst or most intolerable to you. (Make sure they are the opposite of how you excel in your business.) Then, using those three things, create your Thought Leader Statement.

Practice it a few times. Then, call some friends and get feedback on it. Ask them if your statement is easy to understand, and if it makes sense. Keep practicing it until it feels natural, and you can easily insert it into your sales conversation.

The Ten BIG
mistakes most



make
are:

01



02



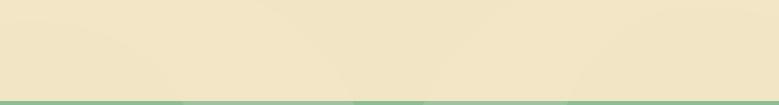
03



04



05



06



07



08



09



10



PRACTICE 2: THE ONE THING THAT MAKES PEOPLE BUY

Their Top 3 BIGGEST mistakes are:

01

02

03

My Thought Leader Statement:

The 3 BIGGEST
mistakes most

make
are:

But instead, what I do is...

SALES...

is just a style of
conversation,

with its
own language

and its own set of

RULES.

CHAPTER 3:

ENTERING YOUR SALES CONVERSATION WITH INSTANT RAPPORT



Imagine if you showed up for a first date and immediately launched

into a discussion about your long-term relationship goals. How quickly would *that* date be over! Even though the ultimate goal of dating is about choosing a life partner (well, for most people), we all know that getting super-intense in the first five minutes definitely won't work. We need to feel a sense of connection with someone long before we start thinking about sharing a life with them. The same is true of sales. Before anyone parts with their money, they need to feel a sense of connection and safety with you. As discussed in Chapter 2, People buy from the people they like and trust. Getting that sense of respect, trust and getting someone to like you is all about warming them up.

In my business, before I speak with a potential client, I ask them to fill out a form I call my Performance Intake. I learn where they are struggling in their business, but I also learn about them. Further, I take a look at their Facebook and LinkedIn profiles. I learn what they are into, what they love, and are most passionate about in life. Then, I look for similarities between that person and me. When I begin a Zoom conversation with them, I look at their surroundings. Often, there is something I can comment on and ask questions about. One potential client had several Facebook posts with photos of her horseback riding. In our Zoom call, I saw a photo of a horse on the wall with a ribbon attached to it. She was delighted when I asked if she won the ribbon for competition riding. It led to a discussion about her competitive nature and desire to succeed. As a coach, I aligned myself with her success-driven personality, and it wasn't long before she was signing up as a client.

Imagine being lost in a small foreign country without your phone, money, or identification. Suddenly, you hear someone speaking English.

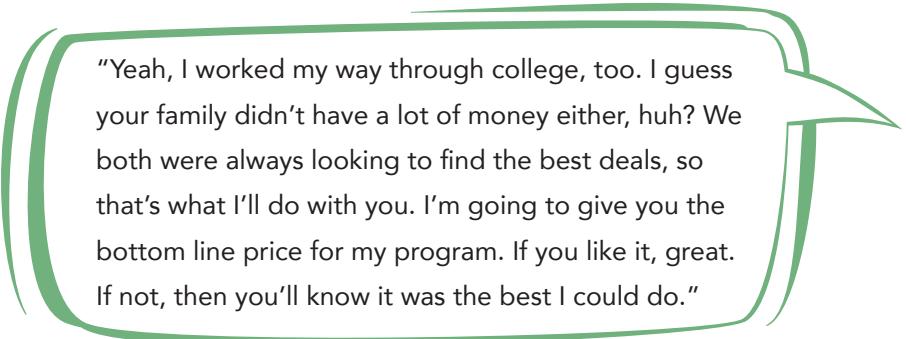
You immediately feel a sense of relief. As an American, you have a kinship with that person. You would have no problem asking for their help. I call this “Immediate Rapport.” You may feel Instant Rapport with people of the same religion as you, who are from the same city, who listen to the same type of music, or even just happen to be wearing the same clothing that day. As humans, we like and trust the people who we feel are most similar to us.

Go to SellingisBS.com and click on the Instant Rapport video. It's a short clip from the movie *Used Cars*. In it, you see Kurt Russell as an unscrupulous used car dealer using Instant Rapport to build trust with his unsuspecting potential customers.

Now, to be clear, I'm not suggesting you lie and fake your way into Instant Rapport. What I am suggesting is that you look for similarities, and bring them into the conversation. Point out how similarities create a sense of trust and friendship. Here are a few other examples:



“Hey, I saw on LinkedIn that you’re originally from Long Island. That’s great. I grew up in Queens. Since we’re both from New York, how ‘bout we skip the usual BS we gotta give everyone else and get right down to business? Sound good?”



“Yeah, I worked my way through college, too. I guess your family didn’t have a lot of money either, huh? We both were always looking to find the best deals, so that’s what I’ll do with you. I’m going to give you the bottom line price for my program. If you like it, great. If not, then you’ll know it was the best I could do.”

"I saw online you have an original Stan Lee drawing. Very cool! I always liked Spiderman because he was a normal guy who struggled with his superpowers. Maybe that's why you and I are talking. You have some great abilities that I don't think you're fully utilizing."

You can see in each example how pointing out similarities can create Instant Rapport. Doing this practice is a great way to deepen a sales conversation right from the start.

But establishing Instant Rapport goes deeper than just pointing out commonalities. You also want to listen to their speech patterns. The volume and speed at which they talk, as well as their posture and body language. Do your best to match these attributes right from the beginning of your sales meeting. Are they speaking quickly and loudly? If so, raise the volume of your voice and the pace of your words to a similar speed. Are they sitting up straight in their chair with their arms folded, or are they leaning back in a relaxed posture? Do your best to ease into a similar posture to match their body language. Watch for facial cues like nodding, smiling, and raised eyebrows. Smile, nod, and raise eyebrows right along with them. Will getting into these acts of rapport guarantee a sale? No, but they will go a long way in helping to set a stage where your prospect feels more comfortable, trusting, and aligned with you.

One of the most unusual instances of rapport-building I was ever a part of happened when I negotiated the price of a meeting space for my business group. The venue owner where we were meeting raised the cost of our room abruptly, nearly doubling what we had been paying for it.

The group began meeting there 25 years prior, long before I was a member. Rightly so, we were paying a lower price than other groups with respect to our loyalty. The owner summarily decided it was time we paid the same as everyone else and bumped up the cost to a level

that would make it financially unfeasible for us to stay. So, I took an afternoon, reviewed his new proposal, and found ways to reduce the cost a bit so we could stay at the venue, and he could keep a loyal, paying customer. I saw it as a perfect win-win.

I pride myself on bringing in a great deal of calm to negotiations that might otherwise be emotionally charged. There have been several times where someone on the other side of the table thanked me for keeping the tone of the negotiation room at ease when it seemed like a blow-up was imminent. It has *almost always* been my experience that people who enter into a negotiation want a resolution that benefits their financial well-being while not making the other party feel like they are walking away wholly defeated. Notice I said, *almost always*.

Here's the story:

I walked into Ben's office to meet with him. He looked to me almost like a cartoon character of an old, frumpy curmudgeon. His suit was wrinkled, a size too big for his body, and shuffled around hunched over. He seemed like a guy in his 70s but carried himself like a man much older. I extended my hand, which he completely ignored. He sat down at his desk and told me the meeting was pointless since he had already made up his mind about the cost of our meeting space, and nothing was going to change that. Surprised, I told him that we hadn't even gotten that far into the conversation yet, and I just wanted to see what his thoughts were about why increasing the price was so important to him. He didn't respond. I looked around his office and saw some pictures of Ben with movie stars who had visited the venue. I commented on them and asked him to tell me about meeting those people. He didn't respond. I asked him how long he had been in business. He didn't respond. With none of the tools of rapport working, I launched into the negotiation, showing him a spreadsheet I had made, detailing

cost-cutting measures that reduced our food budget and internet usage. His response blew me away. "It doesn't matter what you change here," he said, pointing at my figures, "whatever you take away, I'll just make other things more expensive," I told him that he was about to lose a customer with 25 years of loyalty. And did he want that? Again, he didn't respond.

My cool and calm demeanor had reached its limit. I stood up, threw my papers on his desk, and said, "Well, if you're just going to be an ****head about this, Ben, you can take your ****ing meeting room and shove it up your ***." I was about to storm out when I saw a sly smile work its way across his face. In an instant, I recognized that I had been making a huge mistake in the direction of this negotiation. I had entered the room, assuming that Ben wanted to keep the income stream that our group provided his business. That wasn't the case. Ben was a very wealthy older man who didn't care about the money at all. Ben's only purpose for entering into any negotiation of any kind was simply to screw with people. I had played right into his hand.

I shifted my tactics, and immediately, Ben came alive! I called him a bastard. He loved it. I told him how frustrated he was making me. His face lit up. I told him that our only option was to find a meeting place that was of lower quality, and we didn't want that. He was delighted! "Ben," I said, raising my voice, "you're a son-of-a-bitch, but I'm out of options here. You gotta help us."

He picked up the paper I had thrown at him, leaned back in his chair, and glanced over it. He looked like a gloating emperor deciding the life or death fate of a defeated enemy. Then, Ben leaned forward, wrote a number down on the paper, and dropped it on his desk. I grabbed it. The figure wasn't great, but it was livable. I shook the paper at him. "You're killing us, Ben," I said and stormed out of his office.

What is a successful negotiation or a successful sale? Is it when both parties leave happy? Usually not. Mostly, both the seller and the customer leave a negotiation just a little dissatisfied. The customer wanted it cheaper. The seller wanted the customer to buy more. In this case, Ben got some of what I wanted, and so did I. That makes it successful.

This story remains a terrific lesson in rapport for me. It has helped me remember that a potential client's wants or needs might be very different from what I think they are or even what they say they are. That's why establishing rapport is so important. It guides the professional salesperson into a deeper understanding of their prospect. In both discussing how you are similar and in mirroring their behavior, you, for a short time, inhabit their world. It helps to create a deeper connection, which leads to a deeper trust, which ultimately leads to being able to serve your client at a deeper level.

Learning how to get into rapport can feel complicated at first. If you'd like help with that, feel free to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to SellingisBS.com and click the button: *Schedule a Call*.

Let's Practice!



Go to the email you received when you saved your online work and click the **Continue Assignments** button. Then, click the **NEXT** button in your browser to get to **Practice 3**. Or you can complete Practice 3 on the next page.

PRACTICE 3:

ENTERING YOUR SALES CONVERSATION WITH INSTANT RAPPORT

Before you can get into rapport with others, you must first get into rapport with yourself. You must consider what is important to you in life. Think about what you like and don't like. Think about who you are as a person and what experiences you bring to the table. Getting clear on these will help you have ready-made **Instant Rapport** subjects to share with your prospects. In this practice, list at least three items under each of the headings. In your sales conversations, you can use them to focus on the similarities between you and other people. It will assist you in creating a more natural **Instant Rapport** with your potential customers.

PRACTICE 3: ENTERING YOUR SALES CONVERSATION WITH INSTANT RAPPORT

1. My strong likes:

[Redacted text area]

[Redacted text area]

[Redacted text area]

2. My strong dislikes:

[Redacted text area]

[Redacted text area]

[Redacted text area]

3. My educational background:

[Redacted text area]

[Redacted text area]

[Redacted text area]

4. My different occupations:

[Redacted text area]

[Redacted text area]

[Redacted text area]

5. Places I've lived:

[Redacted text area]

[Redacted text area]

[Redacted text area]

PRACTICE 3: ENTERING YOUR SALES CONVERSATION WITH INSTANT RAPPORT

6. My various hobbies/interests:

7. My firmly held beliefs:

8. My family history:

9. Some big struggles I have overcome:

10. Great things I hope to achieve:

CHAPTER 4:

ADOPT AN ATTITUDE OF BEING UNIQUELY CURIOS



Let's say that someone says to you, "I really like dog training videos."

Instead of answering with something like, "Oh, that's nice," you respond with:

"Dog training videos? That's really interesting. What is it about the videos that you like so much?"

At first, they tell you there's no specific reason. They just like those videos. But you persist and probe a little deeper. You ask, "Do you like the videos because you always wanted to be a dog trainer?"

"No," they say. "I just find dog behavior interesting."

"That's cool." you say, "Why do you think that is?"

"Hmmm." They think and then go on to tell you a tearful story where a dog saved them from a fire when they were a kid.

We tend to think that people prefer to guard their privacy and don't like opening their hearts to strangers. In fact, the opposite is true. I have had some of the most fascinating and intimate conversations with people on planes, trains, and even in line at the grocery store. Over and over, I have heard people say, "I can't believe I'm telling you this!" as they spill the personal details of their life to me. I have come to recognize that complete strangers are quick to open up to me because I am uniquely curious about them and the intimate details of their lives. It makes them feel good to have someone genuinely want to know about them. That feeling causes them to open up to me quickly and deeply. On many occasions, I've had people tell me that they usually hate talking with people on airplanes, but they enjoyed talking with me. So what does this have to do with sales? A lot, actually.

As I said in Chapter 2, (and as I will continue to say), **PEOPLE BUY FROM THE PEOPLE THEY LIKE AND TRUST.**

When you adopt an attitude of being uniquely curious about others, it makes them feel special when they talk with you. It makes them open up and thoroughly trust you. In this established trust, they are more likely to accept what you have to say as truthful. They believe that you are holding their best interests in mind rather than just attempting to sell them something.

The key to adopting this attitude and establishing their trust is in your willingness to ask probing questions. You will know when you have landed on a juicy subject for them when they show resistance to sharing or just respond with, "I don't really need it." Here, you need to move past your concerns that you are getting too personal. Stay curious but unattached. Don't probe them like they're in an interrogation. Instead, use simple language such as, "Actually, I think you do. Can I tell you why?"

For example, a client of mine, Justin, who is a lawyer, recently used this approach with a new prospect. After a lot of back and forth, his prospect stated that he didn't think he needed a lawyer after all. Justin was tempted to wrap up the call and tell the guy to contact him if he changed his mind. Instead, he decided to go a little deeper. Justin asked him why, he suddenly seemed less interested in working with a lawyer. Notice that Justin *didn't* ask why the prospect was reluctant to work with *him*; he felt it was about lawyers overall. A few beats later, the prospect opened up with a surprising truth. Here's how the conversation went.

"Well, to be honest," the prospect said. "I don't really trust lawyers."

"I'm sorry to hear that." Justin said. "Did something happen with you and a lawyer?"

"I'd rather not say."

Justin almost stopped for fear of being disrespectful to the man's privacy. But he decided to try using the tool of being uniquely curious. "I get it," he said. "I just feel bad that another

lawyer made you not trust my profession. Did they screw you over? Cheat you? Something like that?"

"It was in my divorce. My ex-wife's lawyer lied to me, and I ended up losing almost everything. I felt so stupid."

"I am so sorry that happened to you." My client said with absolute sincerity. "I completely understand why you wouldn't trust me. I've heard those stories from a lot of my clients, and I hate it. That's why I set up my practice in a way to make sure that people who have been screwed over by lawyers feel comfortable with me. Can I share how I will do that with you?"

Justin told me that when the man was showing resistance to telling his story, he realized that he had the opportunity to make a deeper connection with him. He created a feeling of trust for this person, who ultimately felt safe enough to share his very personal story. Once the lawyer understood where this person was coming from, he helped move him past his resistance, sign him up as a client, and genuinely serve his needs.

If you'd like additional help with this, feel free to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone (**213) 409-8366** or go to **SellingisBS.com** and click the button: *Schedule a Call*.

Let's Practice!



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PRACTICE 4:

ADOPT AN ATTITUDE OF BEING UNIQUELY CURIOUS

Call a friend and practice asking personal questions. Don't make it complicated. Start simple. Ask them about their day or just ask, "What's happening?" Notice how vague and noncommittal they are to give more personal information. If someone says, "Nothing is happening," an easy comeback is, "Really? Nothing? Nothing at all? Something is happening." You will also notice within yourself the initial discomfort of attempting to move someone into a more honest account of the details of their lives.

Next, start asking simple but probing questions of strangers. For instance, ask the checker at the grocery store, "What is the best thing that's happened to you today?"

Ask your barista, "What do you like most about yourself?"

When you ask anyone, "How's it going?" and they respond with "Okay," go a little deeper.

Ask: "Really? Just okay? What would make your day go from okay to great?"

Here's my list of 12 casual questions I like to ask people to keep myself in the practice of being uniquely curious:

- 1.** What was your favorite toy as a kid?
- 2.** What is something that almost no one knows about you?
- 3.** What do you like most about yourself?
- 4.** What is the most expensive thing you've ever stolen?
- 5.** What was the last big challenge you overcame?
- 6.** What do people compliment you on?
- 7.** What have you wanted to do but have been too afraid to try?
- 8.** What stresses you out the most?
- 9.** What is the most significant success you've had in life?
- 10.** What is the biggest fear you've conquered?
- 11.** What are you great at?
- 12.** Who has made the biggest impact on your life?

The focus of this practice is *not* to master the attitude of curiosity but to start getting more comfortable with going further and deeper into casual conversations. Remember, sales is just that—a conversation. Like any conversation, it has its own set of rules and language. As you practice, you'll become more familiar, fluent and do this with greater ease.

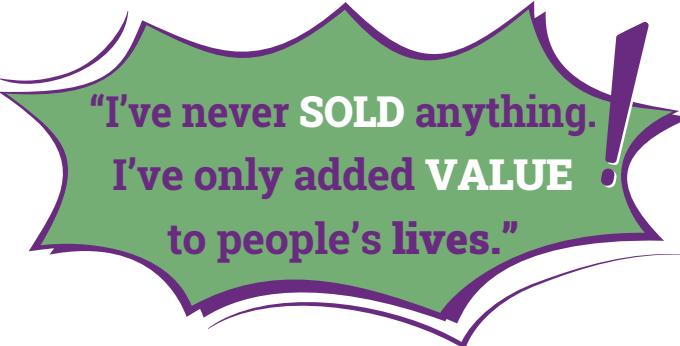
CHAPTER 5:

ALWAYS, ALWAYS,
ALWAYS STAY
HELPFUL



I have a bottom-line TRUTH about sales.

I encouraged everyone I've ever trained in sales to adopt this truth about selling, and I encourage YOU to adopt this truth as well. In reality, when you are in the business of selling (and regardless of what you do for a living, you are always in the business of selling), you must recognize that *selling* is indeed the smallest part of sales. Strange as that may sound, it is infinitely true. And my bottom-line truth about sales is simply this:



"I've never **SOLD** anything.
I've only added **VALUE** !
to people's lives."

I've not actually *sold* a single thing. From greeting cards to screen printed t-shirts to graphic design services to digital marketing to personal development to business coaching and more. Yes, I have been in the business of them all. Yet, not one of these things ever took something away from people. Everything I have ever offered people, and, God willing, everything I ever *intend* to offer people will only add value to their lives. How can I be sure of this?

I have two simple rules:

1. Before I sell something, I must first become a customer of the product.
2. I must not only like the product but become a rabid fan of the product.

In other words, if I don't love, love, LOVE something, I refuse to sell, sell, SELL it.

Recently, I was asked by my good friend Travon to join his sales team in a life insurance company. I rolled my eyes at the idea of becoming *Dan, the Life Insurance Salesman*. However, I know Travon to be a man of impeccable integrity, so I decided to look into it. I found an organization dedicated to bringing valuable long-term financial solutions to a class of people who are generally ignored by financial planners. I also discovered that their product is so valuable that I immediately invested \$10,000.00 of my own money into a policy. I just can't shut up about how cool life insurance is! Seriously, it's not just about giving people a bunch of money when you die. It's a fantastic investment program where you can draw tax-free income you make off your policy. There I go. Rabid fan! This is why I maintain:

*Sales is one of the
most noble professions.*

The goal of every professional salesperson is to move someone out of their current world where they are experiencing a deficit, a struggle, or a dissatisfaction and move them *into* a much better world where they are happily involved with a product or service that improves their lives. Whether you're selling tires, shoes, insurance, coaching, houses, or sales training, you have a significant opportunity to be in service to someone at a level few others can. The biggest flaw in any sales process—and frankly, this is why SO many people HATE salespeople—is that it is so easy for salespeople to forget that their real job is to be in full service to their potential customer. Instead, a lot of salespeople tend to only be in service to themselves. When a salesperson forgets the simple truth that

they are there to help others, a sale stops being a noble cause and starts being an entirely self-serving enterprise.

As a professional salesperson, your first job is to always, always, **ALWAYS** stay helpful. Focusing on being helpful serves two purposes:

1. It makes your potential client feel more committed to working with you.
2. It keeps you from inadvertently overthinking about yourself.

To be clear, being helpful does NOT mean dropping your prices, giving away your product for free, or giving your customer everything they want—quite the opposite.

The best example I can give you of being helpful is this book you're reading right now. I have taken my entire (very expensive) business coaching and sales training program and created a virtually FREE do-it-yourself version of it. On the one hand, that doesn't make a lot of sense. If you can learn these tools for next to nothing, why would you or anyone pay me for coaching?

Well, the truth is that nothing compares to the value and results you will get from actual coaching with me. Yes, you'll get a LOT out of going through this DIY version. But people who want a massive shift in their lives and a rapid growth in their income will pony up the dough to get Dan Gordon live. But in the meantime, this version allows me to create a TON of goodwill in the world, help a TON of people, and frankly, get a TON of exposure for this program.

The good news is that you don't have to create a DIY version of what you do to be helpful. You just need to provide your potential client with ideas and knowledge to help get them MOST of the way toward where they want to be before hiring you. In doing that, they see you are the person most qualified to take them the rest of the way there. I often call this "Giving people one potato chip out of the bag." If someone is hungry

and you give them one potato chip, what do they want? Yes, exactly. You have already answered that question in your head.

If you're a bankruptcy lawyer, give your potential clients some inside tips and tricks they can try on their own to get out of debt before having to hire a bankruptcy lawyer. If you're an exterminator, tell them some inside tips and tricks they can try on their own to get rid of bugs before having to hire an exterminator. If you sell solar panels, tell them some inside tips and tricks they can try on their own to save money on electricity before having to install solar panels. Whatever it is that you do, you have unique and helpful information you can give to people so they can try it on their own before having to hire you. Most of the time, they won't be able to achieve the results they want on their own. When that happens, YOU will be the first person on their mind to hire for your expert services.

EVERY potential client you talk to should walk away from your sales interaction in a much better place than when they began. If you achieve this objective, then your sales meeting was a SUCCESS... whether or not they became a customer.

If you'd like additional help with this, feel free to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button: *Schedule a Call*.

Let's Practice!



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PRACTICE 5:

ALWAYS, ALWAYS, ALWAYS STAY HELPFUL

This practice will assist you in staying focused on being helpful. Make a list of 5 different tips, tricks, or actions people can take instead of hiring you. Include all resources that can help them achieve the results they are seeking on their own. By giving away this information freely, you show up as a valuable asset in their lives. You also show up as someone so successful that you don't even care if they hire you. This attitude will give you an air of confidence that most people find irresistible!

01

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03

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CHAPTER 6:

YOUR ENTHUSIASM IS INFECTIOUS!

(AND SO IS YOUR LACK
OF ENTHUSIASM)



When I was 12 years old, I fell in love. I fell HARD.

I had pictures of my love all over my bedroom. I talked about my love to everyone who would listen, and even to those who didn't want to. My love was always on my mind, and I would often repeat the words spoken by my love to the point where it exhausted my friends and family. I wanted to see my love over and over and over again, as many times as possible. In my life, for that time, my love was all-consuming. The name of my love? *Star Wars*. I had never seen anything on a movie screen like it before, and upon my first viewing, I was instantly catapulted into rabid fandom.

Over and over again I would tell people that they MUST see this movie. How amazing, captivating, and genuinely inspiring it was. How denying themselves of *Star Wars* was tantamount to denying themselves the very oxygen they needed to survive. Yes, I was hooked. However, in all of my enthusiasm for *Star Wars*, no one ever accused me of being too "pushy" when I told them about it. No one ever said I was too "salesy" when I told one-time viewers of the film why they just *have* to see it again (and again). For my part, I was never concerned about being annoying and relentless in my pursuit of getting people into *Star Wars*. People I spoke with recognized that I was swept up in my excitement for *Star Wars*, and they were motivated to see it based on my passion alone. It's too bad I wasn't on George Lucas' payroll because I would have made a mint in the summer of 1977 for all the people I got into the theater.

This is an example of the level of enthusiasm you should have for your product or service. As I have mentioned at least once before (or maybe twice), *People buy from the people they like and trust*. A BIG part of being trustworthy is when people see that you are a rabid fan of your

own product. The best way to win over a potential customer or outsell your competition is to be more enthusiastic about your product or service than anyone else selling it. Many, many times, I have witnessed entrepreneurs talking about their business with no more enthusiasm than when giving someone directions to the post office.

Does this mean you need to jump up and down and scream about your product like a crazy person? Clearly not. But every time you open your mouth to talk about your product, service, or business, it should be with the same level of joy, passion, and exuberance of a 12-year-old who loves *Star Wars*.



WHEN YOU FEEL ENTHUSIASTIC
YOU'LL ACT ENTHUSIASTIC!

Your potential clients will always be a perfect barometer for your level of enthusiasm. If you're getting a *blah* response from them, you're likely giving them a blah presentation. Don't get frustrated with them for not being interested in your product or service. Instead, become more committed to connecting with the passion you feel about your business. Remember why you chose this career. There is something about it that touches you deep in your soul. You must share that openly and often. Get past your inhibitions when it comes to expressing your enthusiasm. If your client isn't excited, it means you need to dial up your excitement first to get them there. Truer still, if you want the person to be at level 10 enthusiasm for your product, you need to be at a 15!

My fiancé and I were recently strolling down a street lined with a lot of little kitschy shops. In store after store we visited, each shopkeeper gave us almost the exact same greeting. It felt like they all got together that morning and agreed how they would speak to their customers that

day. It is the same type of greeting I get in retail shops the world over. You walk in, the shopkeeper or salesperson is standing behind the counter, and you typically hear this:

“Hi,” they say in a flat tone. “Can I help you find anything today?”

“No thanks,” you say, not making eye contact. “I’m just looking.”

“That’s fine,” they respond. “Let me know if you have any questions.”

“Okay,” you say, looking around the store for a minute. If there is nothing that interests you, you give a polite “thank you” and walk out.

“Thanks for stopping in,” they say, mostly to a closed-door because now you have already left.

What a dull and uninspiring retail store visit for both you and the salesperson! They think they did you a favor by not being “pushy.” Yet what they also didn’t do was use their expertise to inform you about a unique product or introduce you to something new and exciting you might not find on your own.

Here’s how a salesperson who is enthusiastic about their products might greet a customer.

You walk in, and they are out on the sales floor engaged in some work.

“Hey there.” They say over their shoulder. “I’ll be with you in a sec.” After a minute, they walk over, holding a product. “We just got this in today that I am in LOVE with. Can I show it to you?”

“That’s fine,” you say. “I’m just looking.”

“Oh, I don’t care if you buy it. I just think it’s cool. Check this out.”

The salesperson tells you an interesting story about that product. You enjoy their energy, and they show you a few other things they sell, each with its own story. Then, the salesperson asks you some engaging questions about why you are in the shop.

Notice in neither scenario did the salesperson suggest that the customer buy something. However, in the first scenario, the salesperson, attempting to be “respectful,” only succeeded in depriving the customer of having an enjoyable experience while shopping in their store. In the second scenario, the salesperson’s enthusiasm drew the customer into having an experience that made them enjoy being in the store, whether they bought something or not. That’s important. Why? Because people buy from the people they like and trust!

Just like the responses I got in expressing my love of *Star Wars*, people will not accuse you of being pushy or salesy when you are thoroughly enthusiastic about whatever it is you are selling. I’m sure there have been times in your life where you told a friend that they simply *HAD* to eat at a certain restaurant, they *MUST* read a particular book, or it’s *VITAL* they watch a TV show or see a film you enjoyed. The fact that you weren’t receiving income from the people following your advice is immaterial. They did what you suggested because of your relentless enthusiasm.

**Put aside your fear of
being judged for earning
money from your sale.**

The problem you may be facing in connecting with your enthusiasm is the years and years of socialization that have dulled your natural exuberance. From that first time in school when the kids made fun of

you for being your naturally excitable self, you have dialed-down the volume of enthusiastic expression to fit in. The good news is that it's still there within you. We just have to get it back out!

Before a sales meeting, walk around and around your home. Give yourself a pep talk. List everything you love about your product and what you do in the world with exuberant childlike enthusiasm. Talk about it as if it contains the very meaning of life. Roll around on the floor. Do jumping jacks. Get on your knees and praise the high heavens above that you get to be a representative of this fantastic and incredible gift to the universe. I am 100% serious here. You **MUST** completely surrender yourself to a state of personal ecstasy for your line of work. If you cannot do this, then you have either chosen the wrong line of work (probably not), or you are holding back on yourself and your passion (probably so). So get out of your head and into your heart. Your next sale and the very future of your success depends on it!

If you'd like additional help getting into your enthusiasm, feel free to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button *Schedule a Call*.

Let's Practice!



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PRACTICE 6:

YOUR ENTHUSIASM IS INFECTIOUS! (SO IS YOUR LACK OF ENTHUSIASM)

Write out 10 things you absolutely LOVE about your business, your product, your service, and your clients. Include a range, from the smallest and most insignificant aspect to the most heart-filling qualities of your work, to the most self-motivated and materialistic drivers of your business. Get it ALL out. Then, print it off and walk around your home reading your list like a crazy person! Yes, it will feel weird and over-the-top, but it will also open up the enthusiasm you felt when you first started down the path of your business. Once you get used to bumping up your energy to an 11, you will easily be able to bring it up to a 6 or 8 during a sales meeting. Your potential client will be swept up in your excitement for your product and feel much more encouraged to say YES.

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CHAPTER 7:

STOP SELLING YOUR PRODUCT & START SELLING HAPPY FUTURES



So, what is this thing you're selling?

Is it a product that comes in a box? Is it a service people pay for hourly? I'll bet you can, in great and explicit detail, describe whatever it is you are selling. I'll bet you'd be eager to discuss, explain, and pontificate upon your fantastic product or service for anyone willing to listen.

Unfortunately, there's a big problem with that. No matter how hard you try, no one is ever, ever, EVER going to care about the thing you sell. Strangely enough, this includes the people who desperately need the thing you sell. The only people who MIGHT care about the thing you sell are all the other people who are selling the same thing you are.

I do, however, have some good news for you. You can stop trying to sell *your* thing, which no one wants to buy, and start selling *the* thing that **EVERYONE** wants to buy. The even better news is that you can start selling this thing without having to change careers or learning how to do anything new...except maybe selling differently. Let me explain what I mean by all this.

The reason no one wants to buy your tires, shoes, insurance, coaching, houses, or sales training is the same reason that no one wants to have a lot of money just for the pretty pictures money has printed on it. People want money because it can provide them with a better kind of future for their world. Therefore, people will only want your tires, shoes, insurance, coaching, houses, or sales training **IF** (and only if) they believe that those things can **ALSO** provide them with a better future for their world.

It is why selling things such as tires, shoes, insurance, coaching, houses, or sales training doesn't work. All those things are just things. No matter how great they are or how many wonderful features they have,

they don't mean anything to anybody but you. Instead, when you show your customer a future where your product has made them happier and more satisfied, then (and only then) will you make a qualified sale. People are only willing to go through the stress of parting with their money when they believe that doing so will provide them with a better life than the one they are currently living.

Did you get that? Maybe not. Allow me to repeat. People are **only** willing to go through the stress of parting with their money **when** they believe that doing so will provide them with **a better life** than the one they are *currently* living.

This is why you need to shift the focus of your sale away from discussing the benefits of your product or service and instead work on constantly drawing pictures in the minds of your potential customers that reveal the future they will live in by obtaining your product or by using your services. In those images, your product is the key component required for that much, much better future. Stop selling your product. Start selling happy futures. Let me give two examples of some wrong and right ways to sell.

Dating App: **PRODUCT DESCRIPTION**

This dating app allows you to scan through hundreds and hundreds of people you might want to date. Spend endless hours looking for your true love.

Dating App: **HAPPY FUTURE**

In just a few minutes during your lunch break, you could lock in a date for tonight. You can be hanging out at the club posting pix with the hottest guy or girl while your jealous friends are at home wishing they were you.

Social Media: **PRODUCT DESCRIPTION**

We optimize your social media with an advanced search algorithm to pinpoint the client avatar you are most seeking. Our ad optimizer uses AI technology to update and enhance your engagement.

Social Media: **HAPPY FUTURE**

In less than one week, you will have over 1,000 rabid fans who are watching your videos and begging for more. Finally, get your content seen, appreciated, and monetized by people who LOVE your message.

As you can see, in the Product Descriptions, the seller's pitch was based on what *they* found most interesting. In the Happy Future, the seller shifted the focus to the wants and desires of the buyer. Here, the seller gives the buyer a glimpse of the future they want, but it is only available by using the product.

Something I share with my clients ALL the time is that you MUST assume the point of view of your clients and then look at your product or service from their perspective. Only then will you understand how to position your product in a way that entices them to buy.

If you'd like additional help coming up with happier futures for your clients, feel free to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button: Schedule a Call.

Let's Practice!



Click the "Continue Assignments" button in your email. Then, click the **NEXT button in your browser to get to **Practice 7**. Or you can complete the following practice.**

PRACTICE 7:

STOP SELLING YOUR PRODUCT & START SELLING HAPPY FUTURES

Write out five ways your product or service provides a happier future for your clients. Forget about all the cool aspects of your product that you love. Instead, focus on the things your potential clients want to have in their lives. Consider how you (and only you) can uniquely deliver on a happy future where your clients' deepest wants, needs, and desires are completely satisfied.

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Now, write out five things that are most important to your clients that your product or service provides them. Again, don't focus on what you love about your product. Focus only on what your potential clients love and how engaging with your product will bring it to them.

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CHAPTER 8:

GATHERING UP YOUR TWENTY-FIVE CUSTOMER YES's



Why do grocery stores put their yummy bakery foods at the entrance?

They do this strategically. They want to get you into a buying mind frame as soon as possible. That enticing package of donuts starts you saying YES right away. They know that cranking up your **YES Machine** will entice you to buy more products. The more YES's they can rack up with you, the more stuff you will ultimately buy. You may have just run in the store to grab an avocado, but suddenly you find yourself leaving with a few bags of yummy treats...and maybe not even the avocado. It's why they put candy bars in the checkout lanes. After walking around, essentially saying YES over and over again to everything in your cart, the candy bars offer you an easy way to say YES one more time to a little indulgence for yourself.



The YES Attitude is a !
powerful sales tool.

In any sales interaction, you want to get your potential clients to start saying YES right away and say YES as often as possible. Getting their YES Machine cranked up makes moving into the closing part of your sales conversation so much easier and much more profitable. I tell all my clients to shoot for getting 25 YES's in every sales interaction. At first,

they think it's impossible, but when I share my YES Toolbox with them, most of them can make it to 25, and some even exceed it.

Further, I've discovered that getting your 25 YES's has another hidden benefit to increasing your closing rate.

When I'm training new salespeople, one of the things I find they struggle with the most is just slowing the heck down! Just about everyone new to the conversation of sales deals with this issue. When speaking with a potential client, they are excited to use all these valuable new skills. Unfortunately, they get nervous and end up vomiting out everything they think they should say in rapid-fire delivery. At first, it seemed that no amount of advice I could offer was working, such as: *remember to slow down, pause every minute and take a breath, or take time to listen.*

Then, during one of my own sales conversations, I had an epiphany! I noticed that every time I asked my prospect a question, I had to pause while I waited for their answer. I realized that if I could get my clients to do the same, it would force them to slow themselves down despite their nervousness. I immediately began setting the goal for my clients to get 25 YES's in all their sales conversations. The most important part of this, I told them, was to hold and wait for the yes! In other words, you can just fire off a yes question and then continue with the sale. You need to pause, wait for them to say yes, then continue. You'd be surprised how, in the heat of the moment, this can be an easy thing to forget to do.

Further, getting 25 YES's doesn't mean you have to memorize 25 YES questions. Throughout your sales conversation, you can say, "Does this make sense?" or "Do you see what I mean?" a dozen times or more. With just a handful of YES questions, you can quickly get to 25 YES's or more. Using the YES methodology, you will find that you engage much more with your potential customer than ever before. Doing so will put them *and you* at greater ease throughout the conversation.

At this point, I know you're wondering about my YES Toolbox. It is a collection of simple questions you can ask during a sales meeting to invoke a YES. You will see the link to my YES Toolbox *after* you complete the next practice. You can also see my list of Top 10 YES's below. **HOWEVER**, I *urge* you to complete your practice before you look at these lists so it will be easier to come up with your own.

If you'd like additional help with Gathering Up Your 25 Customer YES's, feel free to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button: *Schedule a Call*.

Let's Practice!



Click the **Continue Assignments** button in your email. Then click the **NEXT** button in your browser to get to **Practice 8**. Or you can complete the practice on the following page.

PRACTICE 8:

GATHERING UP YOUR 25 CUSTOMER YES's

Write out a list of five questions, particular to your business, to which your customers would answer a quick YES. Point your questions towards the happy future your customers want to live in, such as, "Is making more money this year important to you?"

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DAN'S TOP 10 YES QUESTIONS

Below are my personal Top 10 favorite YES questions. To access my ever-growing, ever-expanding YES Toolbox of over 40 YES questions, go to SellingisBS.com and click the yellow **YES Toolbox** picture.

- 1.** Are you getting this?
- 2.** Do you like what we have discussed so far?
- 3.** Do you see how this works?
- 4.** Do you know what I mean?
- 5.** Does that sound good to you?
- 6.** Does this make sense to you?
- 7.** Is this checking all the right boxes for you?
- 8.** Is what I've been covering important to you?
- 9.** Would you like to know more?
- 10.** May I show you the proposal?

CHAPTER 9:

WHEN PUSHY IS GOOD-PUSHY



People who are new to sales may have a hard time with this chapter.

After all, if everyone hates pushy salespeople, why would anyone ever want to be pushy? I covered this a bit in Chapter 6 (*Your Enthusiasm is Infectious! So is Your Lack of Enthusiasm*), but this concept needs some more airtime. The secret truth is that when you are pushy in the *right way*, your prospects will actually *thank* you for your pushiness! I call it **Good-Pushy**. Hard to believe, right? First, let me give you an example of *good-pushy* that has nothing to do with selling—then we'll get into how to make good-pushy work for you.

Let's say you visit a new restaurant and are absolutely in LOVE with the food, the service, and the decor. You want to share it with everyone! So, the moment you get back in your car, you call up your best friend, rave about the place, and urge them to book a reservation there *immediately*. They sort of yeah-yeah-yeah you, and you're bummed they will miss out on this extraordinary culinary experience. The next time you talk with your friend, you ask if they have tried the restaurant yet. No. A few days later, you're driving past the restaurant, think of your friend, and you dash off a quick text again, suggesting they give it a try. You get a lackluster, noncommittal reply. A week later, on your Instagram, you see a picture you posted from the restaurant. You DM your friend with it. Finally, they relent and go to the restaurant. After the meal, the moment they get back in their car, they call you, rave about the place, and thank you for demanding over and over again that they go there.

Were you too pushy? Were you too annoying? Were they upset with you for being relentless about them eating at the restaurant? Not at all! In the end, they were thrilled you were so persistent with them. You made a positive impact on their world and enhanced their lives significantly. Good example of being *good-pushy*, right?

However, what would have happened if they absolutely HATED the place? In that instance, they would NOT have been so happy, delighted, and pleased that you were so persistent. In that instance, they might even be angry at you for making them waste their money and their time going to the restaurant. Looks like that would be an example of *bad-pushy*, right? Well, not really.

With either outcome possible, there is a larger truth at play that still puts your efforts in the realm of being good-pushy. First, you suggested the restaurant with only the best intentions for providing your friend with a life-enhancing experience. Second, you cared more about the larger possibility of your friend's enjoyment than you did about the smaller likelihood of them being angry with you. You rolled the dice, you took a risk, and it didn't work out. Still, your intentions were pure. With either outcome, this story is still in the realm of good-pushy.

There are many situations when pushiness is your absolute best option for getting the people you care about (including your prospects) to have a life-enhancing experience. Yet, there are just as many situations when pushiness is your absolute WORST option for getting people to have a life-enhancing experience. How can you distinguish between the two? Consider **The Three Musts of Good-Pushy**.

These *Musts* need to be in place to ensure that you are always acting within the realm of good-pushy. Following these Musts means that being pushy will always work *for* you and not *against* you.

THE THREE MUSTS OF GOOD-PUSHY

1. You **MUST** be a customer and a rabid fan of your product, with so much enthusiasm for it, you can barely contain yourself.
2. You **MUST** be so focused on giving people value that you are unattached to their approval of you or your product.
3. You **MUST** be gently relentless in bringing people to choice about using your product regardless of their response.

Here is an example of the MUSTS as they relate to me and my coaching.

MUST 1: I am both a rabid fan and a customer of coaching. Throughout my professional career, I have easily spent well over \$100,000.00 on coaching. I love working with coaches and love receiving the rapid growth and transformation that being coached offers me. I talk with people about the *value* of coaching all the time. On planes, trains, busses, and in line at the grocery store, I encourage people to find a coach, yet I never suggest directly they coach with me.

MUST 2: I find every opportunity to give people mini-sessions so they can experience my coaching. This has happened on planes, trains and, yes, even in line at the grocery store. I ask probing questions that allow me to provide advice and direction that transforms their business lives and helps them find the greatest version of themselves. In these instances, I focus entirely on providing people with value, not on their approval of me. In 99.9% of these instances, people have been thankful for the new tools and perspectives I offer them for living life more boldly.

MUST 3: I offer no-cost consultations. People can go online at any time, day or night, and book a session with me. No charge. No obligations. If you are doing the online version of the practices, I have already collected your email address and phone number. I will be reaching out and encouraging you to give coaching a try. I am *gently*

relentless in bringing people to a *choice*. I know how easy it is for people to get stuck in “I’m going to think about it.” They might as well lock themselves up in a prison cell!

If you are to be free and live a life unlimited, then you must be bold and resolute by living in *choice*. I keep working with people until I get a solid yes or a solid no. I am unattached to their decision. I am only committed to their making one!

Just like in the restaurant scenario, the goal is never strictly about money. It’s about providing people with a life-enhancing experience. For you, the experience you’ve had using your product or service has been so profound that now you must stop at nothing to encourage other people to have that same experience as well. For your potential customers, this doesn’t mean *buying* something from you. It means having a life-enhancing experience *with* you (and your product). The selling part only happens *after* they have that first positive experience with you and your product.

People will often tell me this can’t work for them because they are an exterminator, a lawyer, they have an engineering firm, etc. It’s true that, unlike with coaching, you can’t exactly give those services away on a trial basis. However, what you *can* do is offer your prospects valuable information to help them even *before* choosing to hire you, as I discussed in Chapter 5:



Always, Always, ALWAYS
Stay Helpful. !

Just share some valuable insider-type information that helps them and shows off your knowledge and expertise. In this way, they can potentially solve some of their problems on their own. Yet, when they recognize that their problem requires an expert solution, they are much more likely to choose you, the person who has already shown a commitment to helping them.

One of the best experiences I ever had with a pushy salesperson was at a men's suit store. It was a hot summer day in downtown Los Angeles on busy Wilshire Boulevard. I had some time to kill before a lunch appointment, so I wandered into this little suit store. I had absolutely no intention of buying a suit, and—spoiler alert—I did NOT end up buying one. However, as you read this story, notice all the right ways the salesperson practiced good-pushy.

As soon as I walked in, the guy yelled across the store to me like we were best friends. "Hey man, come over here. You gotta check this out!" I thought for sure he had mistaken me for someone else. So I walked over, assuming he'd quickly realize I wasn't the person he thought I was. Instead, he put out his hand, introduced himself as Tony, and told me about this great suit he had just gotten in and was still unpacking in the back of the store. I sort of rolled my eyes because I didn't feel like being pitched at the moment. Yet, the more enthusiastically he talked about this fantastic suit of his, the more I found myself being captivated as if I was under a spell. After a couple of minutes, I blurted out. "Can I take a look at it?" I couldn't believe that I played right into his hands, but I was hooked!

Tony responded as if I had just made the best decision of my life. "Oh, my God, YES!" He grabbed my shoulders, sized me up, and then went into the back to get his magical suit. I was completely ready to be disappointed when he brought it out,

confident that the suit could never live up to all of Tony's hype. A moment later, he emerged from the back like a Las Vegas magician coming out on stage. The suit was in an opaque plastic wrapping so I couldn't see it. Tony hung it up on a stand in the middle of the floor. He looked back at me like a kid on Christmas morning and said, "You're going to love this, Dan." Then he turned to the suit like a boxer sizing up his opponent in the ring.

I have to admit that, at this point, I could feel my heart pounding in my chest. I knew all the manipulation I was under, but I didn't care. I was *utterly* taken in by the show. Tony grabbed the plastic, ripped it off in one motion, and revealed the suit. "Is this amazing or what?" he asked.

To my surprise, I loved it!

I grabbed the suit, went into the dressing room, and tried it on. When I emerged, Tony said, "Damn! What did I tell you?" Looking in the mirror, I felt like a million bucks. To this day, I still have no idea if I actually liked the suit or if I had just gotten caught up in Tony's enthusiasm. Either way, I knew what was next.

Tony said, "How do you want to pay for this, boss? Cash or credit?" He hadn't even told me the price of the suit and was already writing it up. Masterful! He started talking about the time it would take for the tailor to do the hems when I jumped in.

"This is a great suit, Tony. But I'm not buying it today."

"You sure, Dan?" He said. "You're wearing a one-in-a-million suit here. You don't get it now, who knows if I'll have it later? Maybe never again."

I shook my head. "Nope, not today."

He stopped cold, looked directly at me, paused for a moment, then said, "That's cool, boss. No is no." He handed me the hanger. "I just wanted you to try it on. It's a great suit, right?"

I looked back in the mirror. "Yeah, it's the best." Then I went back to the changing room. While I was in there, I heard the door to the shop open.

"Yo man," Tony said to the person entering. "My man Dan here just tried on this suit and loved it. You gotta check it out, right Dan?"

"That's right," I yelled back. "Do whatever Tony says." Tony laughed and started the show all over again with his next customer.

On my way out, Tony called out to me, "Thanks for coming in, Dan. Hope you had a great time." I told him I had a great time, because it was the truth. So why didn't I buy it? I don't know. Perhaps I just didn't feel like buying a suit that day. On a different day, Tony would have probably had the sale. The bottom line is that either way, I was delighted by the entire life experience I had in Tony's suit store.

Tony did indeed love that suit. There was no doubt about it in my mind. He was relentless in getting me to have the life-experience he wanted me to have. In Tony's mind, there was no way I was ever walking out of that store without trying on that suit. However, when I did, and the answer was no, that's where Tony's pushiness all but ended. He handled it like a professional.

Tony's primary goal for me, the other guy who came in, and for everyone else who graced his store, was to have the same life-enhancing experience he had the moment he laid eyes on that suit. Any sale he made would be a function of that experience, not the other way around. Tony backed down when I said no because he wanted me to have a positive memory of shopping in his store. He understood that the long-term success of his store depended on his customers having that consistent positive memory regardless of whether they made a purchase or not. He used being *good-pushy* to make that happen every time so people would want to come back again and again. While I never

actually bought a suit from Tony, I did send a LOT of people to his store, and they all enjoyed the experience of working with him.

If you'd like additional help in learning how to be Good-Pushy, feel free to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button: *Schedule a Call.*

Let's Practice!



Click the **Continue Assignments** button in your email. Then click the **NEXT** button in your browser to get to **Practice 9**. Or you can complete the practice on the following page.

PRACTICE 9:

WHEN PUSHY IS GOOD-PUSHY

This one might be a little tricky, but I know you can do it! Call up or meet with a friend so you can practice being *good-pushy* with them. Don't tell them it's a practice or it won't work. Choose a book, a movie, a restaurant, or anything you truly enjoy, and experience being relentless in your pursuit of getting them to try it. See how they respond. Notice within you the feeling of awkwardness as you give this a try for the first time. Don't let that deter you! As with anything new, that awkward feeling will pass as you practice and get better at it. Make sure always to use:

THE THREE MUSTS OF GOOD-PUSHY!

1. You **MUST** be a customer and a rabid fan of your product, with so much enthusiasm for it, you can barely contain yourself.
2. You **MUST** be so focused on giving people value that you are unattached to their approval of you or your product.
3. You **MUST** be gently relentless in bringing people to choice about using your product regardless of their response (or lack thereof).

CHAPTER 10:

WHEN IS A QUESTION NOT A QUESTION?



So there you are, in your BIG sales meeting,

sharing with your prospect all the future benefits they are going to get from your product or service. You have already provided them with gobs of value, and they love it. You are pushy in all the right ways, and they are completely swept up by your enthusiasm. They have said yes over and over again, and a final YES seems imminent. Then, something happens. Their mood shifts. They start asking unusual questions, and with each answer you give, you feel the sale moving further and further away. Finally, the deathblow comes. They ask something like, “How much did you say it costs, again?”

You tell them the price, and before you can even talk about different purchasing options, they stand up and say, “Wow. That’s a lot more expensive than I thought. Can I think about it and get back to you?”

Now you’re completely stuck! What else can you say except, yes? You aren’t going to tell them, “No. I don’t want you to think about it, and no, I don’t want you to get back to me.”

They leave. The sale is lost. You’re sitting there wondering what the hell just happened.

What happened is you forgot you were in a *sales* conversation. It wasn’t a conversation at a dinner party. It wasn’t a conversation with your spouse. It wasn’t a conversation with your best friend—even if you were selling to your best friend. A sales conversation has its own rules and language, just like any type of conversation. I’m about to teach you the next rule.

One of the unique qualities of a sales conversation is that a question is rarely just a question. In fact, it is so much more than a question. Therefore, you cannot answer questions in a sales conversation in the same way as you answer questions in most other conversations. This one

is a little tricky to understand, so I'm going to take it slow, and I want you to do the same. I will say, however, that once you master this, closing a sale becomes like child's play!

If you're a parent, you already have a leg up on this chapter. Let's say your nine-year-old kid comes to you and, in a somber tone of voice, asks, "How much do you think it would cost to fix someone's windshield if it got broken?" Do you calmly sit down with your kid and go over the different pricing options for automotive windshields, or do you say something like, "What did you do?!"

Your prospective customers, similar to this nine-year-old, have an ulterior motive behind every question they ask. The kid is trying to gain information that will help him stay out of trouble. Your prospect is trying to obtain information that will help them stay out of making a purchase. The reason they don't want to make the purchase has nothing to do with the value or validity of your product. People are afraid of making purchases because they don't like the feeling of making mistakes.

Let's say you're a bankruptcy attorney working to close a new client who very much needs your help. Their main point of resistance isn't about the value of your service. It's always going to be about their fears of choosing the wrong lawyer. After all, they probably have little to no experience in choosing a lawyer, so they have no idea if you're a good one or not. This "not knowing" creates a very disorienting feeling. It's a little scary. No one likes to make mistakes, right? The quickest way out of that feeling is to ask questions that will discredit their potential lawyer. They don't even realize they are doing this. It's a completely subconscious behavior. They are caught in a loop of needing a lawyer, but their fear of making a mistake prevents them from hiring one.

When we humans are faced with a decision where we don't have enough data to guide our choice, we tend to put that decision off as long as possible. It's merely that we don't want to suffer the bad feelings of making a mistake. We don't want to look in the bathroom mirror

the next morning and say, "Wow, I really screwed that one up." So, to avoid that feeling, we avoid making a choice. This is why being a great salesperson is so important. You rescue your potential clients from themselves!

Now that you have a clearer picture of what is going on in your prospects' minds, you can better understand their internal struggle when faced with a purchasing choice. They want to put off making their purchasing decision, not because they don't like your product or you, but to avoid the potential bad feelings of their self-judgments. The easiest way they can justify putting off their purchasing decision is to corner you into saying something about your product that makes it undesirable for them. Again, this is 100% subconscious behavior. Never try to call them out because they will deny it from now till the end of time! You will know they are doing it when they lob cannonball questions at you like, "Why don't I just buy this online?" "Don't you have it in different colors?" "Why is it so expensive?" Plus a whole host of others that seem to come out of left field.

From their perspective, their questions seem legitimate. After all, getting something online, in a different color or at a lower price, are all valid ideals. However, when you plug in the ulterior motive of "I want to get out of making a choice," these questions take on a very different quality.

Yet, if they use their questions to keep themselves from making a purchasing choice, how do you answer in a way that doesn't completely torpedo your sale? Simple. You don't answer their questions. I mean it.

Don't answer their questions!

Right here is where it gets mega-challenging for most people who are new to sales. From the time we learn to speak, we are conditioned to answer the questions people ask us. It's not just about being polite; it's part of our entire social structure. Questions and answers are how

we relate to one another. So getting out of the mode of answering the questions people ask us can be, at first, pretty unnerving! However, like anything else, this gets easier, and easier the more you practice it.

To be clear, I'm not suggesting that when a prospect asks you a question, you just sit there silent like a department store mannequin. I'm suggesting that, instead of hearing it as a question, you listen to what they are *actually* saying behind their words. When you understand their motivation, you can then respond to them in a way that not only protects your sale, but also helps to move your prospect through their fears and into a better future where they are happily engaged with your product or service. Not answering their questions is truly a win-win!

The first thing that will help you readjust your thinking around this whole "question and no answers" policy is recognizing that you always want to be in control of the sale. If your prospect starts taking you down the rabbit hole with a bunch of questions and oppositions, and you start answering them all, you have lost control of your sale. Think about that nine-year-old kid and the windshield again. Just how long would you let him fire off a bunch of questions at you about automotive windshield replacement before giving him a look that stops the questions? Since you can't do that to your prospect, I have some much subtler solutions. Consider this sample scenario. It's the beginning of a sale. The prospect opens with:

"So, how much is this thing going to cost me?"

Right off the bat, they are putting you on the defensive. If you answer their question directly, the sale is pretty much over. Even if you ignore the question and launch into your pitch, they will only be thinking about the money they *don't* want to spend. Instead, here's a non-answer way of keeping control of your sale. Again, if they open with:

"So, how much is this thing going to cost me?"

YOU RESPOND WITH:

"That's a great question. Everyone wants to know what it's going to cost. I don't buy something without knowing what it costs so, yes, we're certainly going to talk about my pricing options. But first, I think it makes sense to go over how my product works. That way, when we discuss the price, you'll know what you're paying for. That only makes sense, right?"

Here, you are first congratulating the person for the question they asked. It makes them feel good. You tell them that you *will* be talking about the money, so you aren't saying no to them. Then, you re-establish control over the sale by making a logical argument of why *not* answering the question is actually in their best interest. Finally, by asking, "right?" it gives them the feeling of being in control. They could still say, "No, tell me the price," but they are *choosing* to go with your plan. Yet, with the prospect now answering *your* question, you have regained control over the sale.

It all might seem overly complicated to you, but in reality, this response and others like them follow a rather straightforward formula. I call it Dan's Question Non-Answer Formula. Let me lay it out for you. Then you can see the examples below.

Dan's Question Non-Answer Formula

1. Agree with whatever they say.
2. Relate how you feel the same way they do.
3. Tell them how doing it your way is in their best interest.
4. Make them feel in control by asking them to agree with you.

Following is another example. After you read it, I'm going to break down your response step-by-step, sort of like a slow-motion instant

replay. This way you can see precisely how it works. In this scenario, the prospect already knows the price and is unhappy with it. The sales conversation starts with the prospect asking, "Why is it so expensive?" Here is your response:

Yeah, I know what you mean. I hate spending a lot of money, too. So let me show you precisely what this does so that the price will make a lot more sense. Then, if you still think it's too expensive, that's fine. I won't ask you to buy it. Is that okay with you?

Now, here's the slow-motion instant replay of your response.

1. Agree with whatever they say.
Yeah, I know what you mean.
2. Relate how you feel the same way they do.
I hate spending a lot of money too.
3. Tell them how doing it your way is in their best interest.
So let me show you how this will help you get exactly what you want so the price will make a lot more sense.
4. Make them feel in control and ask them to agree.
*Then, if you still think it's too expensive, that's fine.
I won't ask you to buy it. Is that okay with you?*

Do you see how, in each step of this process, you are helping your prospect feel more comfortable and more in control? Remember, this is not about manipulation or mind games. This is about helping someone get past their innate fears so they can assess if your product or service is in their best interest. You are, in effect shutting down the noise in their head that is telling them to be afraid so they can truly be present and listen with an open mind.

Here are a couple of other examples. You can see how easily the formula works in both instances.

Why shouldn't I just buy this online?

I know. I love buying things online and saving money too. And if this were a pair of shoes or a cordless drill, I'd say go for it. However, there's a reason why our working together on this makes sense. Can I share that with you?

Can you just email me some information?

Sure. What's your email address? (get it) Perfect. I'm just concerned that the email might not cover everything you want to know. While we're talking now, we can go over the questions you have. If you like, I can share the questions people usually ask me. That work?

If you would like additional help with this, feel free to set up a no-cost consultation with me at any time. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button: *Schedule a Call.*

Let's Practice!



Click the **Continue Assignments** button in your email. Then click the **NEXT** button in your browser to get to **Practice 9**, or just continue to the next page.

PRACTICE 10:

WHEN IS A QUESTION NOT A QUESTION?

For this practice, look over the list of questions below, and using **Dan's Question Non-Answer Formula**, write out a response to each of them. Here's the formula again for your reference.

1. Agree with whatever they say.
2. Relate how you feel the same way they do.
3. Tell them how doing it your way is in their best interest.
4. Make them feel in control and ask them to agree.

“Can’t I get this cheaper online?”

01

“How do I know this will work for me?”

02

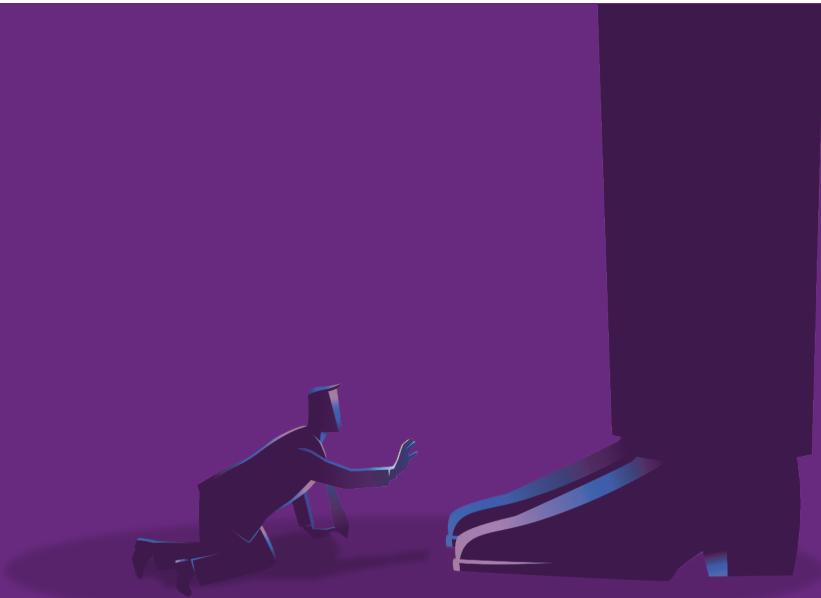
“What about the negative reviews I’ve read about this?”

03

- “Why does it have to be so expensive?”**
- 04
- “Why does someone else sell this for a lot less?”**
- 05
- “What is your commission on this?”**
- 06
- “Does it come in any other colors?”**
- 07
- “Is this made in the USA?”**
- 08
- “Where can I get more information about this?”**
- 09
- “Can you just send me your website?”**
- 10

CHAPTER 11:

ASKING FOR THE SALE



I still remember my first time asking for the sale.

It was a lot like going in for my first kiss. I had done all the preliminary work. I knew she was interested. She was waiting for me to make my next move. I felt a rush of fear and then...well, my first kiss and my first sale ended roughly the same way—I went home disappointed.

Asking for the sale is both the easiest and hardest part of your sales conversation. It's the easiest part in that the words you need to say are not complicated. It just goes something like, "Great. I just need your credit card." Yet, it's also the hardest part in that there can be a mountain of fear that builds up in you around asking for money. The first few times, getting rejected can be a little rough. Yet, while rejection doesn't feel great, you will soon discover that it not only doesn't kill you, but it isn't nearly as bad as you thought it might be.

One way I help new salespeople move into the sale is to show them how to make it seamless. You never want the sale to be some big, dramatic, transitional moment where you are in effect saying, "And now, the sale will begin!" The bigger deal you make out of the sale, the bigger a deal it is. Conversely, the smaller deal you make of it, the less of a deal it is. Always know that if your prospect is putting up a lot of resistance as you move into the sale, it means that **you** are also putting up a lot of resistance going into the sale. Think of my first-kiss scenario. The more you hesitate, the more your prospect loses faith and confidence in your ability to deliver the goods!

In fact, it's the very act of "*going for the sale*" that can screw up an otherwise perfect sales conversation. A sale, like a first kiss, is best when it happens organically, and it's not forced or contrived. Let me give you an example.

I was meeting with Barbra, a woman who was introducing me to essential oils. I didn't know much about essential oils at the time, so I was intrigued. She explained how each oil had different properties and could help me with various issues such as sleep, stress, mental focus, and allergies. I found her pitch to be compelling, so I was certainly willing to give it a try. I threw some fairly obvious buying questions at her, just to see what she would do with them. But regardless of the interest I showed, she didn't attempt to sell me anything and just continued with her pitch. Finally, at the end of her pitch, Barbra took her time, silently putting all the little bottles of oils back in their carrying case, then put it aside, pulled out an order form, gave a big exhale, and finally said, "Which of those would you like to buy?"

It's as if she pulled out a megaphone and announced, "THE DEMONSTRATION OF THE OILS IS NOW OVER. I WILL NOW ATTEMPT TO SELL YOU SOMETHING." All the goodwill she had established by discussing how her oils could help me evaporated in an instant. She had essentially transformed me from a person into an ATM machine, and hoped to make a big withdrawal.

One of the things I diligently stress to everyone I coach is to never make your prospect feel like this. People are not a **THING** from which you extract money. If you are not connecting with them on an emotional level throughout your *entire* sales presentation, you have not only lost the sale for yourself, but you have done a terrible injustice to them. That's how I felt sitting there with Barbra, and that's why I chose not to buy anything from her that day.

This is a fairly common mistake. I've seen it a lot, and it's maddening!



Salespeople will talk themselves
into a sale and talk themselves
right back out of it again.

So, let's rewind the essential oils scenario, and I'll show you how Barbra could have walked away with \$200.00 of my money that afternoon.

First of all, I want you to get the whole idea of *when to close* out of your head. It is those kinds of thoughts that take you *completely* out of the present moment. Think back to the first kiss scenario. Imagine spending the entire date thinking, "Do I kiss her now or kiss her later? Do I kiss her now or kiss her later?" If you get lost in the "when to ask for the sale" mindset, I can guarantee that you will miss the perfect moment to close the deal.

Clients will ask me, "*What is the best thing to say to move a prospect into the sale?*" And I tell them it's very little of what you say and most of how you *feel*. For example, Barbra believed that the product demo and the product sale were two distinct things. They are not. That's why she was determined to conclude the demo before going into the sale. Instead, the best time for her to have introduced the sale was when I showed peak interest in one of her products.

During her demo, she pulled out the bottle of lavender oil and told me it's excellent for stress reduction. I like the smell of lavender, and I also like stress reduction, so I was very much enjoying it. I made a few jokes, and we were both laughing. Right there would have been the perfect time to close me because we were both *feeling* good. If Barbra had been more on the ball, she would have had her order form already sitting next to her. When I showed her how much I was enjoying the lavender, she should have said something like, "That's terrific, Dan, I don't want you to run out, so I'm going to put you down for two bottles." Then she should have marked it on the order form and continued with the demo.

Now, that may seem terribly presumptuous to you. After all, *Who is she to be telling me what to order and spending my money*, right?

A lot of people have a hard time with the concept of being this bold with a sale. They worry that it's *bad-pushy*, that it would annoy the

prospect and kill the deal. However, what's more likely, is that this sort of action opens up the sales conversation at the perfect time.

So, for the moment, let's go down the path of how this would work to your benefit and how, even if the prospect *did* get annoyed, a big sale could still happen. Okay? Let's rewind the scene.

Here I am again enjoying the lavender. Barbra says, "That's terrific Dan, I don't want you to run out, so I'm going to put you down for two bottles" and then writes it up on her order form. I feel manipulated into the sale and get all huffy.

"Wait a second!" I say. "I never say I wanted to buy these!"

"Oh, I'm sorry," Barbra says, erasing the mark she made on the order form. "I thought you were enjoying the lavender."

"I am, but I didn't say I wanted to buy it."

"Sorry, Dan. I'm a little confused here. You say you like it, but you don't want to buy it? Can you tell me why?"

"Well, I was just surprised. I hadn't said yet if I was going to buy anything. I mean, how much are the bottles?"

"Don't give it another thought. You can just enjoy these here." Barbra balls up the order form and throws it away. "Let me put some on your hand so you can enjoy it for the rest of the day."

"Well, wait. I might want to buy some. How much are they?"

"I'll tell you what." She pulls out another form. "Let's go through the rest of the oils. Whenever you like something, I'll mark it down so you don't forget. In the end, we'll go over the pricing so you don't have to think about it right now. If you don't want them, no problem. How does that sound?"

"That's good. Do me a favor and mark down two bottles of lavender on the form."

Let's review what happened there. First, she assumed the sale. Barbra saw I was having fun and enjoying her product, so she marked down two bottles on the order form. Next, when I got my undies in a bunch, she pulled away from the sale, but at the same time, she reminded me that I *did* want the product. We have now entered into a *sales* conversation, whereas before, we were only in a *product* conversation. See the difference? Had she not marked the two bottles on the sales form and just put the lavender away, she would have missed out on introducing the *idea* of my buying her product. We would have never entered into the sales conversation.

Can you see how Barbra remains in control of the sale? She balls up the order form and throws it away, showing her detachment. It also makes *me* feel in control. Further, she remains helpful by putting some of the product on my hand to enjoy for the rest of the day. By pulling the sale away from me, I instantly start feeling the fear of missing out. Now *I* begin to push for the sale instead of *her*.

Notice that I also tried to corner her into telling me the price of her product—twice. Both times, Barbra sidestepped my question. It's not that she didn't hear me, she knew better than to answer my question. When she finally did, she still maintained control of the sale. She promised to tell me the price at the end of the demonstration.

Asking for the sale can happen at any time, in any way, and in any form. You must ALWAYS introduce the *idea* of the sale at the moment when your prospect is happy, and you feel there is a good rapport between you and them. This is where your sales conversation is at its peak. Watch them for expressions of interest and excitement about your product.

Remember Tony at the suit store? When did he ask for the sale? It was when I was wearing the suit, admiring how I looked in it, and when Tony had established an enjoyable rapport with me. It is immaterial that I did not buy the suit. He did everything right. He was successful at making

me feel good about him and his suit store. When you focus on getting more effective at sales conversations, you will stop thinking about the sale, and put your attention on giving your prospect the best experience with you and your product or service.

In this way, you stop worrying about when to ask for the sale. Instead, you get into the flow of the conversation. Now you can easily spot the perfect moments to introduce the *idea* of the sale to your prospect. You immediately put them into the mindset that your product is something they *want* rather than something you *want to sell* to them. If Barbra had introduced the *idea* of the sale to me during the peak experience in her demo, and if I was resistant, the idea of buying would have been firmly planted in my mind. Further, since I couldn't deny that I wanted the product, she could have guided me past my resistance by allowing me to feel in control. At this point, her sale would have been virtually guaranteed!

If you'd like additional help asking people for the sale, feel free to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button: *Schedule a Call*.

Let's Practice!



Click the **Continue Assignments** button in your email. Then, click the **NEXT** button in your browser to get to **Practice 11**. Or you can complete the practice on the next page.

PRACTICE 11:

ASKING FOR THE SALE

By now, you should already be talking with prospective clients. If you aren't, it's crucial you begin doing so right away—success with anything new depends on you taking bold action and taking yourself past your comfort zone. For the remainder of this program, you will need to engage with prospects consistently, and consistently practice more sales opportunities. In every sales conversation, look for opportunities to **feel** you are in good rapport with your prospect. At those points, introduce the idea of the sale by suggesting they buy. It's okay if they don't. Right now, just focus on the **practice**, not on the sale. You'll need to be okay with a few sales going south while getting better at using these tools.

SPOILER ALERT: At the end of this book, you'll find a bonus chapter that provides some terrific options to create additional opportunities to practice asking for the sale. However, until you get there, make sure you practice asking for the sale with every prospect, regardless of whether you think they want to buy or not!

CHAPTER 12:

HANDLING THE **BIG THREE** OBJECTIONS



I've trained hundreds of people how to sell better.

Yet, the one question that new salespeople ask me about the most is always about overcoming all those objections their prospects give when it's time to buy. They are, what I have come to call...

The BIG Three Objections

1. "I don't really **need** it."
2. "I'm going to **think** about it."
3. "I can't **afford** it right now."

Most people don't know how to respond to these kinds of objections because they are the same kinds of objections *they* give to a salesperson when they don't want to buy. When you hear a prospect say, "I don't really need it," or "I'm going to think about it," or "I can't afford that right now," it instantly reminds you of how you feel when *you* are bothered by a salesperson. You empathize with your prospect. You feel bad for them. Worse yet, you feel bad about *yourself*. You judge yourself as one of *those* types of salespeople, and you immediately start backing away from your sale.

It makes sense. You don't want to think of yourself as a jerk, so you stop doing the things you think are jerk-like. Yet, the truth is that you aren't a jerk or a bad salesperson at all. You are actually being infinitely helpful! You have just taken your prospect to a place where they feel some fear about making a choice. That is the same fear you have when a salesperson has taken you to the same place.

In that moment, you have the opportunity to help enhance your prospect's life, to get them over the hump of their fears, and move them

into a better future where they are happily engaged with your product or service.

If you had interacted with a better salesperson in those times when you felt the same fears and resistance, they would have helped you overcome them. But instead, they probably sold out on you. They backed off and stopped being in service to you. I want to help make sure you don't inadvertently sell out on your prospect as well.

This is why it is critical you understand that **The Three BIG Objections** aren't really about how to respond to your prospect at all. Overcoming objections is really about how you respond to *yourself*. When people strongly object to your sale, it's easy to get lost in a lot of negative self-talk. You think you're doing something wrong, so you stop. But you also stop serving your prospect. That's why it's so important to remember that handling any objection is always going to be more about how you handle the thoughts and feelings *within* yourself.

So I'm going to talk about those things briefly, and then I'll give you some effective concrete strategies for responding to the BIG Three Objections or *any* objections your prospects throw at you.

You probably know what an intervention is, right? It's when someone with the disease of addiction is asked by their friends and family to meet with them. The addict is encouraged to get into rehab so they can get the help they need. Interventions are 100% no-BS affairs. Addicts, by their nature, are not open to looking at the problems in their lives or the idea of getting help. They will say or do just about anything to avoid having to confront their disease. It's a sad truth that those with addicted people in their lives face every day.

So imagine you are sitting in an intervention, speaking with a loved one who is destroying their life with substance abuse. You share all the ways their behavior is affecting you and, after a while, they sit back and say, "Okay, tell ya what. I'm going to really think about this and get back to you." Do you breathe a sigh of relief? Do you know in your heart they are taking your words seriously? Do you believe they will finally get all the

help they need to get well? If you believe any of that, frankly, you'd be a fool! Of course they don't mean it. In all likelihood, they would leave the intervention and immediately get high.

In an actual intervention, no one would accept a response like that from an addict. You wouldn't take any answer other than, "Yes, I'll go into rehab right now." It wouldn't matter to you if they got angry with you, called you pushy, annoying, or anything else to get you to back off. Your focus would be squarely on being in service to the person you love. You would stop at nothing to get past their resistance and get them the help they need to live a better, happier life.

As strange as it may sound, an intervention is not unlike a sales conversation. While the stakes are not usually life-and-death in a sales conversation, much of the same dynamics are at play. You want to help your prospect live in a better world where they are happily engaged with your product or service. Even if they are aware that they need your help, your prospect is still compelled to stay in the comfortable world they already know, and therefore, they refuse to take action. However, if you genuinely believe in your product, and you genuinely want to help your prospect, you will be *gently* relentless with them. You will not give into your concerns about their opinion of you. This doesn't mean you harangue them until they give you a yes. It simply means getting out of your own way so you can stay helpful and be of service to *them*.

You always want to stay present to the fact that the struggles you face with **The Three BIG Objections** are mostly about you. Naturally, you don't want to be someone who is considered irritating, pesky or any of the other negative qualities we tend to attribute to annoying salespeople. The harsh truth that overcoming people's objections is mostly about *your* resistance and not theirs can be difficult to accept. Yet, when you accept it, you're able to help many, many more people live in a better future where they are happily engaged with your product or service. Best of all, when you move past this issue, selling gets a lot easier and a lot more profitable too!

Recently, I was speaking with Gail, a new client who had taken the bold step of leaving her nursing career to become an entrepreneur. She began running a home-based business offering health products. Gail hadn't yet grown her business enough to support her family, and was facing the unpleasant possibility of returning to nursing. As a mom of a one-year-old, Gail was distraught at the idea of going back to those long hours at the hospital and missing out on all the special times with her new baby.

We chatted for a while about why she was not reaching her sales goals. As I advised her on new strategies to close more business, I could feel her resistance. She was hesitant to try out these new tools I was offering her and didn't like the idea of being more bold with her customers. I realized that I wasn't making a lot of headway with her, so I asked if she ever had a patient come into the ER who needed life-saving help but refused treatment. Gail told me it happened all the time. Throughout her career, she had seen a lot of people who were altered, drugged-out, or just afraid. They were sometimes violently resistant to the help she was trying to provide them. I asked what she would do in that situation. Gail said that she would try to explain to the patient why they needed help and what the staff was doing to save them. Sometimes, in more desperate situations, she told me, they would have to restrain the patient against their will in order to save their life.

"But it's their body," I said, "their decision, their life. If they say that they don't want your help, who are you to force it on them?"

Without hesitation, she replied, "We know what's better for them than they do. In most cases, we're going to help them live, even if they say they don't want it."

"Yes," I said. "You're the expert in the room, correct?"

She agreed.

I told Gail that the same is true of a sales conversation. Whatever your product or service is, you know the value of it a *thousand* times better

than your prospect does. You are the *expert* in the room. If they say they don't want or need your product, but you genuinely believe they do, then just like treating a patient in the ER, you have to be a bit stubborn with them. You want to encourage them to move past their resistance and allow your help.

To be clear, I'm *not* advocating you strap people down and force them to try your health product, your printing services, your essential oils, or anything else. I am also *not* advocating that you *have* to be annoying to be helpful. What I *am* advocating is the idea that, in a sales conversation, your dogged determination of getting your prospect past their resistance is a noble act. You need to own that truth. Remember, once they are happily involved with your product, much like a recovered addict...

Your prospects will be
extremely thankful to you
for **not giving up on them!** !

In my years of coaching and sales training, over and over again, my clients have thanked me for being persistent and not giving up on them when they pummeled me with objections during our sales conversations.

So now that I have given you a new perspective on persistence, let me give you some pointers to help you with objections. First, instead of looking at objections as objections, think of them more as a request for additional information. As you have already learned in Chapter 10 about questions, in a sales conversation, in most instances, you should not respond directly to something they ask or say. It is especially true when it comes to objections. If your prospect says something like "I'm going to think about it," strange as it may sound, your best strategy is just to pretend you didn't hear it and move on with the conversation. When you do this, something funny happens. You act like you didn't hear it, and your prospect will act like they didn't say it.

Why does that work? It's because, in this case, their objection wasn't a *real* no. They see the value of your product and they probably even want to buy it. The only thing getting in their way is their fear of making a poor choice. So when you address their objection by giving them more information, they usually are open to continuing the sales conversation. Out of the thousands of sales interactions I've had, I can maybe count on one hand the times when a prospect got frustrated with me for not acknowledging their objection.

Before I get into *how* you can move people past their objections, I want to cover one last thing *about* objections. You must learn the difference between a prospect's objection and when their answer is simply, "NO." As you read in Chapter 10, in the story of Tony and the suit store, Tony did *not* continue trying to encourage me to buy his suit once I gave him a very solid no. In that instance, I did not say to him, "I'm going to think about it." I didn't say, "Maybe later." I didn't even harass him about the price. I just said no. Now, at my first no, Tony did the right thing by giving me a little nudge to see if I meant it. But at the second no, my answer was clear, and he did the 100% right thing by backing down. Sure, he could have kept after me, perhaps worn me down, and I might have even bought the suit just to shut him up. But that would have been a terrible sale.

Your customer should always walk away from a sales conversation with you feeling encouraged and uplifted by your interaction, regardless of whether or not they made a purchase. They must either be excited to be your customer or excited by the information you shared with them. If they walk away feeling browbeaten into a purchase, you will have ruined a good relationship, ruined any possibilities of future purchases, and ruined your reputation as a professional salesperson.

While moving people past their objections is a noble cause, backing down when they give you a solid NO is just as important. It's why bringing a prospect to choice, as I discussed in Chapter 9, is critical. You

cannot know their state of mind, and frankly, neither can they, until you help them choose whether or not to engage with you. You will be able to feel it when your prospect gives you a solid “NO.” When this happens, back off, conclude the sales conversation, and thank them for their time.

So let’s get on to handling **The BIG Three Objections**. The good news here is that this is very similar to dealing with questions as we did in Chapter 10. Here’s an example. Let’s say I’ve been pitching a potential client on hiring me as their coach, and I ask for the money:

“So, let’s get you signed up for my coaching program.”

They say, “No, it’s too expensive.”

I don’t think this is a *real* NO, so I decided to test them. I respond to them with, “I know what you mean. I have a hard time when I’m about to make a big investment in myself, too. That’s why I work with all my clients to help them increase their sales. Most people who work with me have increased their sales by 60% in just 60 days. I want you to start being paid back what you have paid me as soon as possible. I also want you to be able to earn as much money as you need so you’ll never have to worry about paying for a coach or anything else you need. Does that sound good?”

As you can see, I did not dispute their statement about the cost of my program. I was pretty sure they were just afraid of spending money. So I tested their no by acting as if they didn’t say it at all. In this case, I responded to the internal struggle they were having. They were afraid of making a significant investment in themselves—which was understandable since they had no certainty their investment would pay off. In addressing the *real* issue, rather than the red herring they gave me about spending money, I suggested that they would be able to earn back more than they were paying me. Moreover, I promised to help remove the bigger obstacle—their negative feelings around their lack of money overall. I described a happier future where they would be able

to afford the things they wanted. Any time you can help someone feel better or remove a struggle from their life, they will be much more open to spending their money with you.

Remember, people don't buy *things*. They buy experiences. They buy happier futures. They buy relief from a pain they are currently facing. Overcoming an objection is less about changing their minds and more about pointing to how your product or service will enhance their lives and emotional well-being.

Most of my potential clients become excited by the idea of feeling completely confident in a sales conversation. By painting a picture of a world where they feel excited about selling, rather than fearful of it, they are much more open to the idea of spending money to get there. In this way, I am not overcoming their objections. Instead, I am refocusing them on what they want (confidence) rather than what they fear losing (money).

Never, ever, EVER defend or justify the cost of what you're selling. Answering *why* your product or service costs what it does must **never** be part of your sales conversation. Imagine going to Best Buy, looking at a TV you want, and asking the salesperson *WHY* it has to be so expensive. Imagine being at the checkout line of your grocery store and telling the person at the register you will buy the package of frozen peas if they mark down the price a little. The price of your product is the price of your product. It is not open to discussion or debate. Instead, acknowledge that everyone struggles a little bit when they choose to part with their money. Then, refocus them on the better life and better feelings they will have when they are happily engaged with your product or service.

Remember, a sales conversation is unlike any other conversation. If this were a dinner party and your guest said "no thank you" to Brussels sprouts, it would be crazy to say, "Hey, I get it. I'm afraid of trying new things too, but..." and dump a bunch of Brussel sprouts on their plate.

In a sales conversation, however, you are not dealing with simple likes and dislikes. You are helping to move your prospect from their known universe where they are comfortable, through the discomfort of doing something new, and into a world where they are better served, and overall, happier.

Let me show you a few other scenarios—and how, regardless of the objection, your response is generally the same:

As the owner of a tire store:

You say, "So let's get these radials on your car."

They respond, "No, they're too expensive. Don't you have cheaper ones?"

"I know what you mean," you reply. "I have a hard time when I'm about to make a big investment in my car. But let me share with you how these tires will keep your family safer than anything else on the road. First..."

As the owner of a photography studio:

You say, "I think this package is your best option."

They respond, "I don't think we really need a family portrait right now. We have a lot more pressing expenses."

"I know what you mean," you reply. "I always have a hard time spending money on something that doesn't seem essential. But let me share with you how I take photos that capture moments in time with your family—moments that would otherwise be lost forever. First..."

As a door-to-door salesperson (this one can help your kids):

"I know what you mean," you reply. "You don't want to have a bunch of sugary snack foods in your house. But let me share with you how Girl Scout cookies help little girls like me learn how to stand strong in the world and become leaders. First..."

In each of these examples, you, as the salesperson, agree with the prospect that making a purchase is a hard choice. Then, you attach their product to something emotional that the prospect is likely to want, such as the safety of their family, capturing a moment in time, or helping little girls become leaders. Do you see how you can use your prospect's objection to lead them right back into the sale?

So that takes care of objections like, "I don't really need it" and "I can't afford it right now." Now, let's get on to the dreaded, "I'm going to think about it." This is just another hesitation and delay mechanism your prospect uses to avoid making a decision. However, the deeper and more sinister truth of "I'm going to think about it" is that it is the biggest lie your prospect will tell you in a sales conversation. Let's face it, your prospect is never *actually* going to "think about it" at all. The second they walk away from your conversation, their mind will already have shifted to other things. If you consider all the times you have said, "I'm going to think about it," honestly, how many times have you *actually* thought about it? I would guess no more than 5-10% of the time.

But the problem still remains: How do you respond to their brazen lie about *thinking about it*? You don't want to tell them *not* to think about it. You also don't want to accuse them of lying, even though they are. Wild accusations against your prospect, however correct, won't get you any closer to the sale. Let's first dig into what's happening beneath the surface when they make this statement, and then we'll talk about solutions.

When someone says...

"I'm going to think about it."

what they are doing, in reality, is asking your permission to leave the sales conversation. In most conversations, we give social cues to the people we speak with that indicates we are ready to end the conversation and leave. We say things like, "It was great seeing you," or "It's been

so nice catching up,” or even, “Wow, look at the time!” We use these communication devices because we don’t want the other person to feel as if we are rejecting them or being rude. We want to leave the conversation feeling that we had a good interaction with them and with our relationship still intact. When we give these kinds of social cues, the other person acknowledges our desire to end the conversation by saying something like, “It was good to see you too.” In this way, they let us know they are not feeling rejected and give us their approval for leaving without guilt. It’s a complicated little communication scenario, isn’t it? Yet, we all fully understand the rules of this little game, and we perform it perfectly all the time.

However, when someone gives you the social cue for leaving in the middle of your *sales* conversation, if you feel there is more room to keep the discussion going, you do *not* want to give them your approval for leaving. Instead, you want to re-engage them. Here’s an example of a neat and tidy little device I use to keep the conversation going:

“Well, Dan,” they say. “This coaching thing looks interesting, so I’m going to think about it and then get back to you on it.”

“That makes sense.” I respond. “I never buy anything without thinking about it first. So let’s discuss what you’re thinking about now so I can answer your questions.” As another option, I will sometimes say, “It doesn’t make sense if you think about it later, and I’m not there to answer your questions, right?”

At this point, they may try another social leaving cue—but rather than respond, I offer a multiple-choice question like this:

“Usually, people tell me that they are either concerned about the cost of my coaching, or they aren’t sure they’ll get enough benefits from it. Or they’ll say they’ve had a bad experience being coached by someone else. Which one is it for you??”

Using these questions, I re-engage them into the conversation. They don't feel like they can leave without providing me with an answer. The benefit of the multiple-choice is that you maintain control of the sale. As I will discuss further in Chapter 15, you will already have a prepared response for whichever answer they choose. It will allow you to resolve the concerns they are having about working with you. Now, instead of the amorphous, "I'm going to think about it," you can directly address what is preventing them from making a decision *now*.

One of the biggest problems that both new and experienced salespeople have in handling objections is that the sales conversation can quite easily (and quite quickly) devolve into a test-of-wills tennis match. You may find yourself responding to a barrage of your prospects' objections where they use each of your responses to create yet another objection. You will know you are in this tennis match from hell when you feel exhausted and annoyed with your prospect. Please understand they are not purposely trying to screw with you. It's mostly a subconscious defence mechanism trying to protect them. They are afraid of making a decision they will later regret.

When you find yourself at this point of frustration, you will know they aren't *really* looking for answers to their questions; they're just delaying having to make a choice. You must quickly extricate yourself from the argument and regain control of the sales conversation. I have a very simple methodology for this, which I call the "Look" moment. Here's how that works.

Let's say you're in an all-out objection barrage. You and your prospect have been going back and forth for quite a while. You know the sale isn't progressing and you're feeling very frustrated. Just stop talking and wait until they fall silent. Wait a moment, and then begin with, "Look." Here's an example:

"Look, we both know that there's a reason you wanted to talk with me today. It wasn't because you wanted to argue about the validity

of my product. It was because you know deep down you want this, and more than that, you need it. So my strong suggestion to you is to take a deep breath, get past all the fears you have about signing up, and let me start helping you immediately. Will you do that?"

It will catch them off guard. They will most likely try to go right back into the argument because they feel vulnerable now. Don't let them. No matter what they say, respond with another, "Look..."

"Look, I'm sorry, but I'm just not going to go there. If you think you need to walk away from this, that's your choice, but I'm not going to pretend this isn't valuable and important for you because it is, and you know it. I suggest you sign up."

Using this sort of response, you derail their line of defensiveness and quickly bring them to the opportunity for choice. It's a powerful and effective tool to use when you feel the sale is about to go over a cliff! I caution you on using this methodology because it can also leave your prospect feeling defeated. As I have previously discussed, that is never a good sale. Further, it invites a sense of buyer's remorse if they leave your sales conversation feeling bad about the interaction. To counteract this problem, you need to give them an immediate win. After using the "Look" moment, add something unique to your offer with a high perceived value that is just for them. Here's an example, picking up the sales conversation right where we left off above.

"I'll tell you what. I want you to know how committed I am to you being happy with this, so I'm going to give you an extra..." then, talk about the valuable thing you are including. Say that giving this extra is something you rarely do. Tell them the cost is coming out of your pocket. Say that you typically reserve this valuable thing for high-level clients only. Then, reinforce that you are dedicating yourself to providing them with the best value and service.

Following this, again, say nothing. Just wait and see how they respond. If it's a yes, congratulations! You have expertly served your prospect. Rather than feeling defeated, this will give them a win. It saves their pride and dignity. It makes them feel like they beat the salesperson at their own game. Most importantly, they walk away with a good feeling overall about the sale. It is a complete win-win.

However, if it's a no, you still deserve congratulations! You have brought your prospect to choice and thereby served them expertly. If it's any other response, ask them to schedule your next interaction. Should they refuse to do so, at this point, you have taken this prospect as far as you can within ethical boundaries. Let the sale go and move on. You will learn more about navigating these final parts of a sales conversation in Chapter 13.

If you have any questions that weren't answered by this chapter, feel free to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button: *Schedule a Call*.

Let's Practice!



Click the **Continue Assignments** button in your email. Then, click the **NEXT** button in your browser to get to **Practice 12**. Or you can just head on over to the next page.

PRACTICE 12:

HANDLING THE BIG THREE OBJECTIONS

The only way to practice handling The Big Three Objections is to get your prospect to **object**. So, during your next few sales conversations, *purposely* overprice your product or service. It may seem somewhat counterintuitive, but this is the **quickest** way to get yourself into the practice of handling objections in real-world settings. It may feel *clunky* at first, but after a few times, you will find yourself more and more **desensitized** to your fear of objections. You will come to move through objections easier and see them as a *natural* part of every sales conversation.

Remember, for each of **The Big Three Objections**, there are three even bigger ways to respond. Let's review:

When they say: "**I don't really need it.**"

You agree: "I know what you mean. I felt the same way at first. But then I realized how much happier I was when..."

When they say: "**I'm going to think about it.**"

You agree: "You absolutely should think about it. So let's discuss the thoughts you're having so we can work it out."

When they say: "**I can't afford it right now.**"

You agree: "I know it's hard to make a big investment in yourself, isn't it? But this is the only way for you to get everything you want."

CHAPTER 13:

A **SALE** ENDS
ONE OF **THREE WAYS:**
YES, NO, OR NEXT
INTERACTION



The BIGGEST mistake I see salespeople make is...

they often end their sales conversation way, way, WAY too early. As I stated in the previous chapter, in a regular conversation, there is an abundance of ways the conversation can end. In your sales conversation, the conversation should only end in one of three ways:

1. Your prospect says **YES**, and money is exchanged.
2. Your prospect gives you a definite **NO**, which you accept gracefully.
3. Your prospect is either unwilling or unable to decide at the moment, so you schedule your **next interaction** with them.

If your sales conversation ends in any other way, you have done an injustice to your prospect. You have deprived them of the most critical opportunity to make a qualified choice about either taking some next steps to better their lives or stand in their truth that they are unwilling to help themselves.

I must be direct in pointing out that when you allow your prospect to slink away without making any sort of definitive choice, you may think you are doing the right thing by not pressuring them, but in reality, you have done them a profound disservice. You must recognize this truth, so you don't give yourself the easy out of false virtue. If you are genuinely dedicated to your prospect's well-being, they've indicated they're genuinely interested, AND you believe heart and soul in the value of your product or service, then you MUST be bold and determined to bring them to a definitive choice by the end of your sales conversation.

Since the YES doesn't need any further explanation, I'm going to focus on handling the NO and Next Interaction. In Chapter 12, I covered

those often-heard phrases like, “I’m going to think about it,” or “I’ll get back to you,” or “Let me talk to my partner,” or “Call me next week,” or dozens of other responses that you are likely to hear from your prospects when it comes time to make a choice. Most salespeople will assume these phrases represent a NO. But in reality, those responses aren’t anywhere near a NO—not even close! I get this all the time when I offer my coaching services:

“Do you want to grow your income?”

“Yes.”

“Have you tried doing it on your own and *not* gotten the results you wanted?”

“Yes.”

“Do you recognize that if you don’t get help, nothing will change for you?”

“Yes.”

“Let’s get you signed up for coaching.”

“I want to think about it some more.”

Ahhhhhhh!

So right here, as I watch my prospect walk out the door, I can justify my choice to *not* bring them to a decision by thinking, “They must not be *ready* yet.” I can further justify my choice by thinking that if I were to pressure them, they would likely *not* want to coach with me. Then I can spin a story in my head about how someday in the future, they will get their act together and give me a call. Could it happen that way? Sure. Has it ever happened that way? Not even once. I fell into the trap of putting more emphasis on being liked than on being helpful. I’m glad those days are *long* gone.

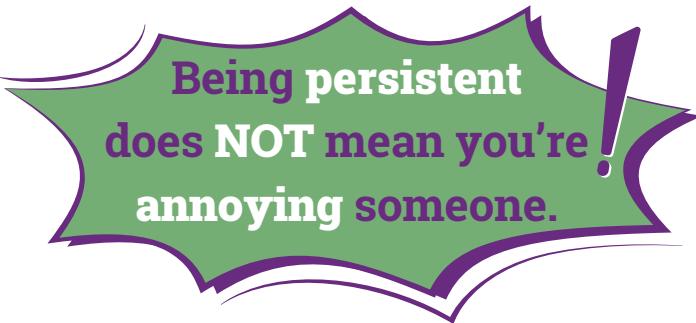
Think about it this way. You’re in a hospital for a life-saving operation. Your nurse is friendly, fun, and makes you feel less nervous about the

procedure you have to undergo. The morning of your operation, she shows up at your bedside with a tube, and you know she has to put that tube in a not-so-fun place. At this moment, your nurse is less friendly, less fun, and isn't doing much to make you feel less nervous. Yet, however uncomfortable this may be for you, she tells you that it has to be done.

Imagine instead what would happen if she was only interested in not upsetting you. What would she say to the surgeon? "He didn't feel ready yet?" or "I didn't want to pressure him?" Your nurse, allowing you to make the most comfortable choice for yourself, would be negligent and do a terrible disservice to you.

While part of a nurse's job is to build rapport and make you feel better, the more significant part of their job is to make sure you are healthy. Your nurse knows that to help you, at times she has to dial down the friendly rapport and dial up the professional rapport.

The same is true of you. In those moments where you must be strong and encourage your prospect to take action and better their lives, they may not feel comfortable about doing so. Here, you must dial down your friendly rapport and dial-up your professional rapport. You can't do both at the same time. Good-natured rapport will often only take your sale part of the way. Professional rapport is sometimes needed to close the deal. There are times where you simply have to show up at someone's bedside with a tube so you can help them live in the happy future they want for themselves.



**Being persistent
does NOT mean you're!
annoying someone.**

You are just helping them move past their fears. You are asking them to take a risk that they feel resistant to, yet in doing so, they will get them everything they want. Always remember that their pushback is only a function of their fears. It has nothing to do with you. Once you recognize this, it becomes so much easier to remain unattached when they start to grumble and resist the help you are trying to offer them.

Yet, persistence won't always get them to say YES in the moment. Sometimes you will have to allow your prospect to pick it up later. So when you feel confident that you have taken the sale as far as it can go, and they simply won't make a decision, you want to give them a way out. However, this isn't just a "call me later," way out. Here, they must commit to a next interaction with you. You will find that mostly, people will indeed agree to schedule another meeting even if they seem very resistant. That is partly due to the rules of social pressure. Generally speaking, we feel compelled to end an interaction in a positive way. If you have created a ton of good rapport with this person, and they don't want to disappoint you, they will almost always agree to schedule the next meeting with you.

Here is a perfect example of why having Calendly is so essential. It allows your prospect to quickly and easily select the date and time of your next interaction. Again, you don't want to leave the next meeting to occur at some vague time when they feel like calling, because they never will. You must get them to commit to a meeting on a specific day at a specific time.

Further, if possible, ask them to commit to doing a specific task before the next meeting. Make it something that has to do with their holdout to working with you. If they say you are too expensive, ask them to commit to investigating other vendors. If they say they need more information, ask them to commit to doing online research. If they say they have too much on their plate, use Calendly to set the next meeting at a time when they will have a lighter schedule. Whatever their excuse is for

not taking immediate action, set a way to hold them responsible for moving through it. If you feel they only agree to do these things just to get out of the conversation, make sure you get a genuine commitment from them. Remind your prospect that the help you are offering them is their best solution to getting what they want. **After** you schedule the next meeting, tell them you will follow up on their commitments the next time you talk.

Let them know that you will be sending them reminders as your next meeting approaches. (This happens automatically with Calendly.) You can also add a field in your Calendly reminders to include the tasks they agreed to complete. Otherwise, be sure to email and text the assignments to them. It may seem like a lot of work for one sale, but that's why Calendly and the other tools I presented to you in Chapter 1 are so important. They allow you to keep track of all these interactions at the same time while automating most of the repetitive tasks.

Now, as the day of the next interaction approaches, some of them will cancel the meeting. No problem. If they cancel directly through Calendly and you have set it up as I instructed in the tutorial video, the system will automatically ask them to reschedule. If they don't reschedule through Calendly, for instance, and they email or text their cancellation to you, reply by suggesting a reschedule date that is one month away from your original meeting date and time. If they don't respond to that within a day, call them directly and ask. If they don't pick up, leave a VM suggesting the new day and time. If they don't respond to *that*, keep at it till you get a reply! Use **Dan's Follow-Up Timetable** below to schedule your reminders.

You must recognize that in all this back and forth, they have yet to say **NO**. Unless you hear an absolute and definitive NO, the sales conversation is not over. So why do they keep putting you off instead of saying NO? Why do they keep saying "maybe later" instead of

“leave me alone”? Why don’t they just tell you to bug off? It’s because deep down, they genuinely want and need the product or service you are offering. They may genuinely believe they’ll contact you when they are *ready*, but in my experience, this happens less than 5% of the time. It will just get further and further away from their mind until they resign themselves to living a less productive, enjoyable, or healthy life. I urge you to not give up so easily or quickly on your prospect. Your persistence is *not* their annoyance; it’s their **salvation!**

Here’s the timetable of follow-ups I use when a prospect is evasive or cancels their appointment:

DAN’S FOLLOW-UP TIMETABLE

-
- Day 1:** Reach out by both text and email.
Request the reschedule date one month from the original meeting date/time.
-
- Day 2:** Reach out by phone. If no answer, leave VM with the same request.
-
- Day 5:** Reach out by text and email.
-
- Day 6:** Reach out by phone.
-
- Day 13/14:** Reach out by text and email.
/ Reach out by phone.
-
- Day 21/22:** Reach out by text and email.
/ Reach out by phone.
-
- Day 29/30:** Reach out by text and email.
/ Reach out by phone.
-
- Day 60/61:** Reach out by text and email.
/ Reach out by phone.
-
- Ongoing:** Continue reaching out monthly for six months.

In every call, text, and email I make, I keep the tone very light. I act as if it is the first time I am reaching out. I neither reference their lack of response, nor sound in any way annoyed. However, I remind them of what we discussed in our meeting and what interested them in my coaching program. I also remind them of the benefit of coaching with me and the better future they would live in if they were to say YES. I may also suggest they set a goal date to evaluate if they are making any progress independently. I let them know that if they have not achieved their goals by that day, it would be a good idea to contact me to help them move the ball forward. I'm gently asking them how much longer they are willing to keep struggling before getting the help they need.

Finally, at the 6-month mark, I tell them it will be my last call. I wish them well and say that I hope they find the success they are seeking. I also let them know I will not be contacting them again. Occasionally, this will result in their feeling a twinge of FOMO (*Fear Of Missing Out*). A few times, prospects have responded with a text or email thanking me for trying to offer them my help. I always reply with a suggestion that we have a quick call so I can give them ideas for moving forward. Each time someone took me up on that *last* offer for help, they became a client. It's that sting of finality, of not getting the better future they want, which moves them past their resistance and into taking action.

*Your persistence is, genuinely,
an act of kindness.*

In being persistent, you are gently reminding your prospect of a truth they are unwilling to admit to themselves—the fact that nothing in their lives has changed or likely will change if they don't engage with your product or service.

If you reach the end of your schedule of follow-ups and they still haven't given you an answer, acknowledge that working together just wasn't a good fit. Give them the names of other people in your profession they can turn to, or offer them other solutions so they can get the help they need. Let them know you are still committed to providing them with the better life you were offering them, regardless of whether or not they work with you. In this way, you and your prospect leave the sales conversation on good terms and with good feelings. In doing this throughout my career, I have had many prospects who flatly refused to work with me but later gave glowing endorsements about me to others who eventually became my clients.

THE NEXT MEETING AND MOVING THEM BACK INTO THE SALE

So far, we have covered what to do in the ultimate worst-case scenario of your prospect canceling your next interaction and then refusing, again and again, to respond to you. Now, let's rewind this scenario back to where your sales conversation has come to an end without a YES.

Your prospect agrees to a next interaction. You scheduled the next meeting, and finally, the day of your meeting comes, and this time, they **do** keep their appointment. Now, here you are, face-to-face with them, ready to pick up the sales conversation where you left off. However, they don't seem to be in that happy, open place they were when you last met with them. What happened? Well, a lot of time has passed. While you have been thinking about nothing but your product or service, they have been thinking about everything except your product or service. You need to move them back into the sale.

This means putting them back into the intellectual and emotional space when the previous sales conversation ended. At the end of your first meeting, they may have been teetering on the edge of saying yes,

and it felt like they only needed the slightest nudge to push them over the edge. Now that you are in your second meeting, it may feel like their enthusiasm for your product is lost, and you are again starting over from square one. Don't despair. You aren't starting *all* over with them, but you are starting a *little* over with them. You need to take your prospect back through all the reasons the two of you talked about previously. It's just like in a television show, where they do a recap of the previous episode. Remind them about the parts of your product that excited them in your first meeting. Moreover, remind them of the specific way you deliver your product and how it is better, more efficient, or valuable than anything else in your industry. You are the thought leader! Keep at it until you see the lights come back on in their eyes or hear a lift in their voice.

Most importantly, go slow. Never expect to simply pick up where you left off. Build up your enthusiasm until they feel it too!

Once their excitement is rekindled, ask them if they got the chance to complete the task they agreed to do in your last interaction. Be careful, though. You don't want to play *gotcha*. Just offer them a gentle reminder of the commitment they made. For example:

"Hey Trevor, I'm curious how far you got with the research you were going to do looking into other coaches and their pricing. What did you find?"

Your prospect will slowly remember that, yes, they *did* agree to do something before this meeting, but not only did they *not* do it, up until that moment, they will have entirely forgotten they had committed to it at all. However, this is excellent news for you. You now have the leverage to offer some challenging but undeniable truths to them. For example, if a prospect had committed to researching other coaches but didn't do it, I would respond like this:

"Hey, I understand. You forgot. Not a problem, Trevor. But I think we need to be honest with each other. I don't think your holdout in our first meeting was really about the price after all. If it was, I know you would have done the research. I think what's going on is that this whole coaching thing is new and challenging, and it's making you feel concerned. It's how everyone feels when they start working with me. So Trevor, let's have a *real* conversation about this. I want to show you how this will be a lot easier, and a lot more fun and a lot more *profitable* than you're thinking, okay?"

From there, I go right into the happier future I'm going to create for him once he pushes past his fears of working with me. It is a much more blunt sales conversation that I could have never done in our first meeting. He would have just kept going back to the excuse about the cost. In the second interaction, I can move the conversation into a greater depth of truth where his taking action is the only rational choice. I might ask:

"How much longer do you plan on waiting to get the help you need? A month? A year? If you were going to get the results you wanted on your own, it would have happened by now. So, the way I see it, your choice now is to keep spinning your wheels and get no results or sign up with me and get massive results. Which outcome would you prefer?"

Here, I'm first describing the future he *doesn't* want. I project him forward a year into his life where his income is roughly the same as it is now. He has all the same problems and none of the solutions. Then, I simply make my coaching program the only solution to his problem. Trevor has unwittingly helped me in setting up this scenario. It was his inaction that brought us to this choice. He can either hire me as his

coach and get massive results, or he can continue spinning his wheels and get no results at all.

At this point, he is likely to feel backed into a corner. This may give you a lot of leverage to close the deal, but it doesn't feel good to your prospect. Making someone feel defeated is a very poor way to begin a business relationship. After all, you *do* remember who people buy from, right? (*Pssst: It's the people they like and trust.*) As I discussed in Chapter 12, if your prospect feels defeated, you need to bring their energy back up and let them feel as if they have won. It's important, when they sign your agreement, that they feel excited and encouraged to begin working with you.

An easy way to turn this around is to share stories of people similar to them who you have helped. Describe how much better their lives have become due to your working together. If you don't have any specific stories like this, never be afraid to embellish just a bit to make the stories more relatable. Yes, it's okay to tell a few tall tales to offer a gentle and creative way of helping someone over the hump of their fears and feel good about saying YES!

In this second meeting, your best strategy is to make two undeniable cases to them.

Case One: Your product will allow them to get what they want.

Case Two: Without taking action *now*, nothing is likely to ever change for them. From here, closing the sale is just a matter of asking for the money. Don't put a lot of time or energy into this; just ask for their credit card and start talking about their happier future. If there is further pushback, bring them to the "Look" moment I described in Chapter 12. If you have to schedule another interaction, do that, but give them another task to complete. More resistance? Take the sale away from them and apply FOMO.

I recognize that this chapter is complex and nuanced for a new sales professional. If you have any questions about what I have shared in this chapter, please set up a no-cost consultation with me. Just text the word “**HELP**” to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button: *Schedule a Call*. I’ll help you move past the rejections you face in the sales process, show you how to make the entire experience easier, and (dare I say) even fun!

Let's Practice!



Click the **Continue Assignments** button in your email. Then, click the **NEXT** button in your browser to get to **Practice 13**. Or you just look over at the next page.

PRACTICE 13:

A SALE ENDS THREE WAYS: YES, NO, OR NEXT INTERACTION

If you haven't already done so, now is a perfect time to work on your **Sales Pipeline & Database**. It will be vital in charting where you are with multiple clients and knowing how to pick the sales conversation back up in your next interaction. If you need to learn more about using Google Drive, go back to **CHAPTER 1** and use the link to the tutorial. If you're already Google-drive-savvy, just go to SellingisBS.com to get the Pipeline & Database file, which you will then need to copy to your Google Drive. There are instructions on the first page of the file. Read through them meticulously! Getting this right is key to closing more sales. Fill out the database with the potential clients with whom you've already spoken. Create the steps of your **Pipeline**, then put those same people from your database into your Pipeline. If you have yet to make any sales calls, please begin IMMEDIATELY! The simple fact is, if you want to achieve mastery in sales, it will take PRACTICE. You must be putting into practice everything you've learned so far. **DO NOT** move to CHAPTER 14 until you have spoken with at least three potential clients. Doing so is *crucial* to the success of your program!

CHAPTER 14:

GET TO KNOW YOUR **PERFECT** **CUSTOMER**



Your Perfect Customer is a profile of the person who will most LOVE your product.

Yet, you need to be aware that your Perfect Customer cannot be just *anybody*. While it may seem counterintuitive to narrow down the scope of whom you're searching for as customers, trying to make your product or service perfect for everyone will only make it perfect for no one.

I had this very conversation several years ago when I was leading a sales training seminar. I requested a volunteer from the audience so I could demonstrate some sales skills live on stage. An effervescent middle-aged woman shot up from the middle of the crowd and bounded up onto the stage. She introduced herself as *Jill the Dentist* and told me she had been trying hard to grow her practice without getting much traction. "Great," I said. "I can help you do that." I then asked her to describe her perfect patient. She thought for a moment and blurted out, "Anyone with teeth!" The audience erupted in laughter, but after they settled down, I put this to the group: "Based on Jill's description of her perfect patient, can anyone here think of someone specifically that you could recommend to Jill right now?" A few hands went up. I asked if they would be willing to text Jill those people's contact information, and immediately, the hands went down again.

I asked Jill if she would allow me to help identify her perfect patient and then see if it makes a difference in the audience's reaction. She said yes. I started by asking her if her ideal patient was a man or a woman.

"What do you mean?" She asked. "It doesn't matter. I have both men and women as patients. Why would I want one and not the other?"

This question is the first place where people get stuck in identifying their Perfect Customer. It seems like I'm suggesting that someone should only make their business appeal to one sex and not the other. That's not

true at all. I'm suggesting that you probably tend to relate better with either men or women in your life. That ease of relating is reflected in your customer base.

I asked Jill, "Do you have more men patients or more women patients?"

Without even thinking about it, she replied. "Men. I have a lot more men patients, but I never thought about why that is."

I began asking Jill question after question, each to help describe her perfect patient's various attributes. As I did, we eliminated more and more types of people. At a few stages of the process, she expressed concern that she might miss out on income from the people we were eliminating. I asked her to stick with the exercise, which, to her credit, she did. We talked about where her perfect patients might hang out, what they like and dislike their favorite TV shows, and the music they enjoy. As we got more specific, she found the questions easier to answer. Finally, we arrived at a very narrow and precise description of who she considered her perfect patient. It went something like this:

My perfect patient is Gary. He is a happy, mid-thirties man who works in a management position earning between \$55k-\$70k a year. He enjoys cycling and is health conscious but could stand to lose a little weight. He is married with two young children, and they live in a modest suburban home. Gary's biggest concern is being a good dad to his kids, a good husband, and provider. Gary loves 80s movies like Back to the Future, and his secret passion is to either be a stand-up comedian or rock star. His dream vacation is to spend a week with his wife on a tropical island away from the kids and all the cares of the world.

I congratulated Jill, and everyone gave her a big round of applause. I then turned to the audience and asked them to think of someone they

know who is at least somewhat like Gary. Immediately, nearly every hand in the audience went up. Almost everyone knew a “Gary.” (I’ll bet you do too.) Jill was amazed at the response.

“Wow,” she said. “I’ve been going about this completely wrong!”

Most people who are new to sales want to cast a very wide net when seeking customers. It makes a lot of sense. After all, it would seem like the more people you can make your product appeal to, the more potential sales you have. Strangely, the opposite is true. Trying to make your product appeal to everyone usually means it ends up appealing to no one. It would be like a restaurant claiming they specialize in pizzas, deli food, lobster, Asian food, and cupcakes. Would you want to go there? Of course not! It just isn’t believable that one restaurant could specialize in such a wide variety of different foods that would all be satisfying and delicious. The same is true of appealing to your customer base.

Customers like to feel as if the things they buy were created uniquely for them.

Knowing your perfect customer doesn’t limit the number of people who can buy from you. It helps to focus you on reaching the people who are most likely to be rabid fans of your product. These are the people who offer less resistance to the sale. They buy quicker, and they are eager to tell their friends about you. They actively want to buy other things you are selling and learn about other services you can offer them. Think of the way that customers are loyal to Apple, Harley Davidson, or Southwest Airlines. It’s not just luck. These companies worked hard to define their customer base clearly, and they consistently focus on selling to those specific individuals.

They create rabid fans who come back to buy from these companies again and again.

In the next practice, we will build a profile of your perfect customer. Armed with this information, you can better seek out those who are more likely to give you a faster “Yes!” You will also be able to easily avoid the likely “NO’s.” Defining your Perfect Customer will help you actively avoid those people who take up more of your time (both before and after the sale) while producing less income overall.

In going through this process, don’t worry about potential missed sales opportunities. Consider the fact that, once you know who your Perfect Customers are, even if you can only reach 1% of them, you would have a thousand times more customers than you could ever handle!

If you find yourself still struggling with this, please text the word **“HELP”** to my cell phone **(213) 409-8366** or go to **SellingisBS.com** to schedule a no-cost consultation with me. I can walk you through the process of creating a Perfect Customer profile just like I did for Jill. It is such an essential aspect of becoming a MASTER salesperson. I want to make sure you nail it!

Let's Practice!



Click the **Continue Assignments** button in your email. Then, click the **NEXT** button in your browser to get to **Practice 14**. Or you can complete the practice on the following pages.

PRACTICE 14:

GET TO KNOW YOUR PERFECT CUSTOMER

Let's build a profile of your Perfect Customer. In considering the questions below, remember that there are no "right answers." When I ask if your perfect customer is male or female, don't say, "Either." Instead, decide who is more likely to use your product/service OR who you like to work with more. Here, you are creating a profile of who you WANT as a customer as much as you are deciding who is most likely to use your product/service. After you complete all the questions, use the answers you feel best fit your customers to build a profile as I did with Jill the Dentist. Got it?

PRACTICE 14: GET TO KNOW YOUR PERFECT CUSTOMER

1. How old are they?

2. Are they male or female (or which do you prefer)?

3. What kind of job do they have?

4. What is their level of education?

5. What is their marital status?

6. Where do they live?

7. What is the main problem they are trying to solve with your product/service?

8. What do they look like?

9. What makes them happiest in life?

PRACTICE 14: GET TO KNOW YOUR PERFECT CUSTOMER

- 10.** What do they get from your business that your competitors don't offer?

- 11.** What is their secret passion?

- 12.** Give a name to your best customer.

- 13.** Review your answers above and write out the profile of your perfect customer. It may help to refer back to the description of Gary.

CHAPTER 15:

CREATING YOUR PERFECT SALES PITCH



Your Perfect Sales Pitch is not just another elevator speech.

In fact, it's not a pitch at all. My clients are usually surprised when I tell them not to create or memorize an elevator or sales pitch. They ask, "Isn't that what everyone does?" Well, yes. A lot of people do have their standard elevator pitch that they can rattle off at a moment's notice. Yet, in all the elevator pitches you have ever heard, how many of them can you still recall? I'll bet there's not even one. That's because elevator pitches do not make a lasting impression. Moreover, has anyone's elevator pitch ever inspired you to become an immediate customer of their product? Probably not. That also means your elevator pitch won't inspire anyone to become an immediate customer of yours, either. So why are people so gaga over elevator pitches? Primarily, it's because having this thing memorized makes people feel less uncomfortable when they are networking. Having something queued up and ready to say means they won't just be standing there in uncomfortable silence.

The biggest problem with an elevator pitch is the pitch itself. It is rehearsed. It is canned. It is performed. These are not the qualities of natural and spontaneous human conversations, are they? If elevator pitches worked, we'd use them everywhere in life. Let's apply it to dating:

"Hi, I'm an exciting and energetic entrepreneur looking for a mate who is open to exploring a deeply emotional relationship with the eventual outcome of marriage and family."

This doesn't exactly make you want to jump into holy matrimony with this person, does it? This style of conversation is the exact opposite

of how we typically speak to each other. We like to feel connected and engaged. We want to feel that the other person's thoughts and words are being created specifically for us. We like to feel that we are in some way special to the other person, even if we have never met them before.

A memorized elevator pitch or sales pitch goes 100% against the grain of what builds effective and trusting human connections. I keep saying that people only buy from the people they like and trust, and *this is why*. A memorized pitch will neither make people like nor trust you. It's like a pick-up line. A memorized pitch has no value in the professional salesperson's toolbox. I know that might be something of a bitter pill to swallow. But you need to remove the training wheels and approach people openly, honestly, and be in the moment! It's time to take your sales into the stratosphere. Are you ready? Great. I'm going to help you with that...in just a minute.

I want to share with you one more easy mistake that many people make in their sales conversations. This one has to do with the belief that it is essential to *educate* your prospect about your product or service. This belief is so far off the mark of what creates an effective sale that I have come to call it **The Deal Killer**. I am often asked by people I'm training, both in seminars and from the stage, "What's the best way to *educate* people about my product?" My response is always the same: "Ah, you want The Deal Killer!"

It is essential to understand that the least intriguing, least interesting, and least sexy word when it comes to selling is "educate." No one wants you to educate them about anything. Think of it this way — you have a television with only two channels. One channel is filled with classic movies, tv shows, comedies, and dramas. The other channel is educational. Be honest now, which channel are you going to watch first? You, and just about everyone else, will be drawn to watch the first channel.

The idea of having to invest our time in learning something new is only appealing to us if we are fascinated by the subject we are studying. While *you* are fascinated by your product or service, it's unlikely your prospect is fascinated. They have zero desire to invest their time learning about all the ways that your product is terrific *just* so you can then turn around and sell it to them. Even if they come to you very, VERY interested in your product, the education process will likely kill that interest, and you'll be left wondering how you blew the sale.

This very thing happened to one of my clients who sells and installs solar panels. My client, Richard, got a call from a prospect who was keenly interested in solar energy for his home and seemed all but ready to sign on the dotted line. Richard brought all of his materials to the person's home and set up his presentation on their kitchen table. Richard first shared a video to *educate* his prospect about his company. He then *educated* the guy on the value of solar energy. He concluded by *educating* him on their process of installation. After all that, the prospect stood up and gave Richard a very educated, "I'm going to think about it," and whisked him out of his house. A few months later, Richard passed by this person's home and was devastated to see a competitor of his (who he knows to be less reputable) performing the installation. So what went wrong?

That was the exact question Richard asked me.

Imagine if, instead of the educational video, Richard had simply opened the conversation by asking the prospect, "So, what made you interested in solar energy?" Let's say the prospect was a *stick-it-to-the-man* sort of person and liked the idea of essentially getting free electricity and not having to pay the power company. At that point, it would be abundantly clear to Richard not to waste time educating this guy on the value of solar energy and instead focus his sales conversation on the quickest way to give the prospect what he wants.

When you go on this kind of investigation, it allows you to connect your prospect to your product like two interlocking puzzle pieces. When you can fill the gap of something they *want* with something you *have*, the sale can happen almost instantaneously. However, you're never going to get there with a preprogrammed, rehearsed, and vomited-out elevator or sales pitch.

That said, I recognize that new salespeople need to feel more comfortable when entering into sales conversations. To help, I decided to deconstruct the methods I use to pitch my own business, Dan Gordon Enterprise. I reviewed the conversations I have that result in quick sales. From there, I began reverse-engineering my process. And rather than a sales pitch, I use a sales *model*. I've found this model to be relatively easy to teach to clients—and they can replicate my sales results. The sales model also gave them the courage to walk into just about any social or business situation and feel confident that they could talk about their business in a way that created intrigue and interest from their prospects.

I call this model "Your Perfect Sales Pitch," even though it's not a pitch at all. I call it a sales pitch because, rather than *educating* people on the truth that sales pitches don't work, I offer them a product they want to buy. Everyone wants a *Perfect Sales Pitch*. No one knows what the hell a sales model is, and therefore, no one will want to buy one.

For a long time, I regarded this Perfect Sales Pitch (*or model*) as my most valuable trade secret. I made a good income teaching it and only shared it with my best clients. However, when I began writing *Selling is Bullsh*t*, I decided to include it, essentially *giving away* my Perfect Sales Pitch. Why would I do that? It's because I have come to recognize the strange and baffling truth in the formula of *massive* success. Counterintuitive as this may sound, you must *give away all of your most valuable knowledge for free*. It is in giving away what you hold most valuable that you become more successful. This is a

wonderfully inexplicable truth, but I have seen all the most successful people do it, and it works every time!

Now, I'm going to share with you the 10 Steps of my Perfect Sales Pitch. Then, I'll give you examples of how each of those steps work. I can nearly guarantee that by the time you have finished this step, you will have the concept of it so firmly locked in your head that your mastery of it will be inevitable!

It is important to note that, for this to work, you need to do all 10 Steps of **Your Perfect Sales Pitch** and do them in the correct order:

Step 1: Shock and surprise.

Step 2: Establish credibility.

Step 3: Inspire curiosity.

Step 4: Product introduction.

Step 5: Their question. Your question.

Step 6: Credibility and solutions.

Step 7: Success stories.

Step 8: Uncomfortable silence and buying questions.

Step 9: Inexpensive by comparison.

Step 10: Close or repeat.

I'm going to walk you through each step using a real-world example with my client, Sophy. She has a health supplement business, which, for this demo, I'm going to refer to as XYZ.

Typically, you will use Your Perfect Sales Pitch when meeting with a prospective client. However, it is also useful at a networking event when someone asks what you do for a living. Regardless of where you use it, it always starts the same way.

Step 1: Shock and surprise.

In Step 1, you open up the sales conversation by saying something shocking or unusual. It creates a feeling of surprise in your prospect. It gets them out of the mindset that you are there to *sell* them something. They drop their defenses, become curious, and open up to you.

Let's say a prospect asks, "What do you do for a living?" or "What did you want to talk about?" Here is Sophy's *shock and surprise* response about her health product:

"Can we talk about your insides? I'd like to have an honest discussion about insides for a minute."

This unusual opening takes the prospect off guard. They drop their defenses. They don't feel as if they are being sold to. Instead, they are delighted and engaged by this interesting conversation.

Step 2: Establish credibility

Now, you must **immediately** move into *Step 2: Establish credibility*. Like the punchline to a joke, you must make the surprising thing you just said 100% reasonable. If you don't, you'll only be thought of as a weirdo. In establishing credibility, you set yourself up as an expert in your field. It establishes the legitimacy of your product.

"I've been a licensed RN for over 15 years, which has made me an expert on your insides, your body, and what makes it all work."

Here, you can see how Sophy, being a licensed RN, makes the surprising statement highly credible. Instead of feeling guarded or put off, the prospect is now amused and intrigued by what has just happened. They are eager to listen to Sophy further. You don't have to be an RN to make

this work for you. You can be a CPA or anyone who has been in business long enough to garner a prospect's trust and respect.

Step 3: Inspire curiosity.

In Step 3, you ask an intriguing question to create a more profound interest in your prospect's mind. This question sets you up further as being a thought leader. It shows your unique knowledge and understanding of your industry.

"In all the work I've done in ERs, hospitals, and clinics, there is one thing I know about bodies that most people don't understand at all. Even most doctors don't get it. Would you like to know what it is?"

Sophy uses her expertise as a nurse to create a question that hooks in her prospect. Rather than feeling resistant to the sale, they are intrigued and want to know more. BONUS: You have just set yourself up to get your first YES of the sales conversation!

Step 4: Product introduction.

Notice that in the first three steps, you don't mention your product at all. Instead, you use this time to build rapport and create intrigue with your prospect. Now, in *Step 4: Product Introduction*, you finally bring your product into the sales conversation. Here's an example of Sophy's product introduction.

"Our bodies are amazing things. They are always trying to stay in perfect balance. But most things, like food and even medicine, takes us out of balance. In nursing, I learned that healthcare is

more about money than it is about health. So I started looking for ways to help our bodies get back into balance that was less expensive and without side effects. And guess what? I found it! It's called XYZ. I started taking it immediately and was blown away by the results. Then I put all of my family and friends on it, and they were blown away too! But I bet you have a question about this, right?"

In this part of your sales conversation, it is tempting to go off on a tangent and discuss all your favorite details of the product. You must resist this temptation! While you *do* need to give your prospect an understanding of your product's unique qualities, you must move through these *educational* parts quickly. If you start geeking-out on your product, it won't be long before your prospect gets bored. You will soon lose their interest and attention. The entire Step 4 should take you no longer than 1 minute. If you go on any longer than that, you have probably lost your prospect's interest.

Here, you can see how Sophy whips through the education of her product quickly and moves right into the product introduction. She makes her product the hero of the story. She also expresses how it has been beneficial to her and other people.

Step 5: Their question. Your question.

Notice that the final statement in Step 4 was, "But I bet you have a question about this, right?" That's because so far, *you* have been doing ALL the talking. This question is a device to get your prospect engaged in the sales conversation. With your product now introduced, something inside the prospect may say, "Uh-oh. This person is going to try to *sell* me something!" They can start to get way into their head and disengage from the sales conversation. By getting your prospect to ask you a question,

you re-engaged them. They get out of their head and can express any concerns they may have.

The BIG *however* is that you don't *precisely* answer their question. As you learned earlier, allowing your prospect to fire off a lot of questions at you puts *them* in control of the sales conversation. To avoid this, you respond to their question with your own question that moves the prospect deeper into the sale. Your question is not open-ended. Instead, you offer it with a three-choice answer. It may sound a little confusing, but as you will see in the example below, it's relatively simple.

So, Sophy has just completed her product introduction and ended it with, "But I bet you have a question about this, right?" Let's say that the prospect asks something typical like, "How does it work?" or "How much does it cost?" Regardless of what they ask, Sohpy's response *question* is always the same.

"Great question. But before I answer it, let me ask you this. What is it that you struggle with the most when it comes to your body? Most people tell me they want to lose weight, want to have more energy, or have chronic pain that they want relief from. What is it for you?"

Notice how Sophy used their question to legitimize asking her questions. In essence, she is saying, "In order to answer your question, I must know more about you." Notice also how the multiple-choice answers keep her in control of the sales conversation. Here she is essentially saying to them, "Tell me the problem you have so I can position my product as your solution," and they do!

You will find that your prospects are rarely if ever put off by the fact that you did not immediately answer their question. Your intrigue simply carries the conversation forward.

Step 6: Credibility and solutions.

Your prospect chooses one of the multiple-choice questions you just asked them and offers their reply. Regardless of their choice, you have a ready-made response to deliver. Now, you begin selling them on the *idea* that your product is the **best** solution for resolving this problem.

But first, you must fully listen to their reply.

For instance, they say to Sophy:

"Honestly, I have been trying to lose about 10 pounds for years now. I just can't seem to keep it off. I'll take off a few pounds, then put it right back on."

Now Sophy begins providing *credibility and solutions*:

"In my 15 years as a nurse, I've seen this a lot. The hospital would put people on diets that never really fixed the problem. People would lose weight and, just like you said, they'd put it right back on. I love the XYZ Weight Loss plan because the diet is only a small part of it. This plan is all about support. You get me, a licensed RN as your coach. I will be right there with you every step of the way."

Here, she first reminds the prospect of her expertise by discussing her nursing experience. She then explains how the XYZ Weight Loss plan is a unique product, unlike the hospital program. Then she describes how her providing of the product is unique in that the prospect gets her, a licensed RN, as a health coach.

Step 7: Success stories.

With your credibility re-established and the solution firmly planted in their mind, you move into *Step 7, Success stories*. Here you talk about

someone you worked with specifically who had great results from your product or service. Tailor your story, so the subject of it is in some way similar to your prospect. You can make them of similar age, gender, life situation, occupation, etc. For example, Sophy says:

"You remind me a little of one of my clients, Robin. She's about your age and build. She was a little resistant but finally decided to jump in. Robin started dropping weight almost immediately and fell in love with the program. I get texts from her all the time that say, 'Thanks for not giving up on me. I lost another pound!' I think you'd have those same kinds of results too."

Here, Sophy describes how another one of her clients achieved the happier future that her prospect wants. The prospect can imagine herself having the same positive experience Robin had. In truth, Robin may be an actual person, or she may be an amalgam of Sophy's other clients she has worked with over the years. Sophy tailored her story to make it more relatable to her prospect.

I realize this may sound like I'm suggesting you *lie* to your prospects, and I suppose that, to a degree, I am. Yet, here's the bottom line: If you know for sure that your product will offer your prospect the solution they are seeking, then embellishing, stretching, or bending a success story a bit can give them a gentle nudge to take action NOW instead of later, or worst of all, *NEVER!*

Step 8: Uncomfortable silence and buying questions.

In *Step 8: Uncomfortable silence and buying questions*, you essentially do and say nothing. Here, as in Step 5, we are giving your prospect another opportunity to express themselves. Your silence allows them the

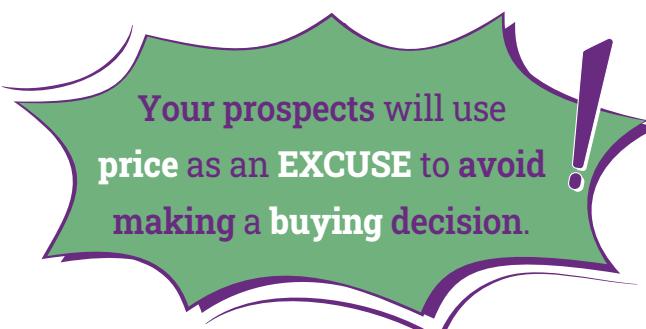
time to process all the information they have received thus far. It also creates a feeling of *uncomfortable silence* that will generally lead your prospect into asking *buying questions*. For example, let's say that Sophy sits in silence for a few moments, and the prospect finally says:

"So how much is your weight loss program?" or "How does someone get started?" or "I've tried other programs, and I always end up wasting my money."

I refer to these as *buying questions* because it is evident that Sophy's prospect is now entertaining the idea of purchasing her product. Even when the prospect says they have been disappointed by other weight loss programs, it is still a buying question. They have imagined *buying* the product, the product not working, and being disappointed again. If that's the case, a satisfaction guarantee can remove their objection.

Conversely, if at this point the person is genuinely NOT interested, they will let you know. You'll hear something like, "I don't think so." or "This doesn't sound like it's for me." If that happens, you can certainly follow up with, "Why not?" or "Can I tell you why I think this might be right for you?" If they seem re-engaged by your question, the sale is still a possibility. Instead, if your prospect is *not* showing any real interest by now, you should wrap up the sales conversation. They aren't going to buy, and you don't need to waste your time with them.

However, let's say they do start showing interest. But be forewarned—if they ask how much it costs, **DON'T TELL THEM THE PRICE YET!**



Your prospects will use
price as an EXCUSE to avoid
making a buying decision.

They only want to know the cost so they can claim that it's too expensive and justify walking away. This can also happen if your prospect asks the price at the beginning of the sale. At these points in your conversations, a price question is never a *buying* question. They are only trying to use the price as an excuse to avoid having to make a purchasing decision.

Step 9: Inexpensive by comparison.

To respond to their pricing question, you first want to discuss the other more expensive solutions people use to achieve the same results as your product. You will want to emphasize how those solutions are less effective, more expensive, or achieve results slower than your solution. Here's an example of Sophy's *inexpensive by comparison*:

"Yes, let's talk about the price. One of the things I love about the XYZ Weight Loss solution is that it's so much less expensive than most of the other programs out there. The one we did in the hospital cost people about \$1,200 out of pocket after insurance. You have probably heard of ABC Weight Loss, which costs around \$800, or the 123 Weight Program, which costs people \$500. With XYZ Weight Loss, you don't have to buy any special foods, and you will start seeing significant weight loss in just three weeks, not three months. I also love that it's not \$1,200 or \$800 or even \$700, but just \$300 for our complete program. Plus, you get me, a licensed RN as your coach to help you every step of the way!"

Notice how Sophy discusses the most expensive brand first. As she brings in the other brands, the price gets lower and lower. Finally, she describes her product, which is both the most economical solution and fastest-acting.

In Step 9, you must always present the opposing brands in this high-to-low pricing order. It is critical because, whatever price you mention first, that price will get locked into your prospect's mind as the "expensive" option.

If Sophy listed those brands in low-to-high order, her prospect would consider the \$300 price of the XYZ Weight Loss program as being expensive. Then, as Sophy listed the others, her prospect would only see them as getting more costly. In the prospect's mind, their choice would be to buy something that is either expensive, more expensive, or extremely expensive. It makes for very undesirable purchasing options, and it's a lot harder to close a sale.

Always remember that at any point where you bring price into the sales conversation, your prospect's brain will become laser-focused on that dollar figure. They will get tunnel vision on the price. They will forget all the reasons they wanted your product in the first place. They will forget about the benefits they wanted. They will forget about the happier future they wanted. The price becomes everything. It is almost as if, rather than offering them something valuable, you ask them to take their \$300, give it away, and receive no value for it.

If you are not aware of this truth, it can seem baffling how quickly a prospect can go from appearing 100% ready to buy to running away from the sale like a cat from a vacuum cleaner! By rolling out the competing products from high to low, with yours being the lowest, your prospect evaluates your price as a *savings* rather than as an *expenditure*. It will keep them in the mind of the value of your product, as well as the happier future they want for themselves.

Step 10: Close or repeat.

Well, here we are. It's finally time to ask for the sale! In this Step, you will be using what you learned earlier in this book in *CHAPTER 13: A*

Sale Ends Three Ways: Yes, No, or Next Interaction. Asking for the sale can be a simple thing. Yet, a lot of salespeople completely botch this part because they feel weird about asking for money. I have already covered this, so I'm not going to go into it again. I'll just say that you need to get yourself over the whole I-can't-ask-for-money thing ASAP if you're genuinely going to be of service to your prospect.

Earlier in my sales career, I realized that I hadn't yet gotten over my awkwardness around asking people for money. To overcome this, I devised an exercise to help free myself of this problem. It worked like a charm! I have suggested this very same exercise to all my clients, the people in my workshops, online, etc., but to date, not one person has yet taken me up on it. So, right now, I'm going to offer it to you as well. Here's the exercise:

I went to a busy pedestrian area in Los Angeles and spent an afternoon walking around asking random people for five and ten-dollar bills. For three hours, I asked person after person for money. I refused coins and one-dollar bills. I specifically requested fives and tens. A few times, when people opened their purse or wallet, I'd see a twenty and asked for that. I never got one, though. At the end of the experiment, two exciting things had happened to me. First, I was \$215.00 richer; second, I was no longer bothered by asking people for the sale. Feel free to give it a try yourself. Let me know if you do!

The best thing to keep in mind if you feel nervous asking for the sale is to remember that your prospect *wants* what you are offering. They have already agreed with you that your product or service would be beneficial to them. They like and trust you. They *want* to buy it. Now, it's up to you to ask for their credit card, cash, a check, their signature on a contract, Venmo, PayPal, Zelle, Xoom, MoneyGram, Western Union, etc. Today, there are more ways to transfer legal tender than there are denominations of currency. It's merely a matter of doing it.

If they have hung in there with you this long, they are most certainly interested! So don't make a big fuss about it. Ask for the sale. If they hesitate, repeat any or all of the 10 Steps you just went through to get them to a YES. However, if they are steadfast in their NO, schedule another meeting (as you learned in *CHAPTER 13: A Sale Ends Three Ways: Yes, No, or Next Interaction*).

I know that this chapter was particularly detailed and may feel a bit overwhelming. If you'd like additional help with Chapter 15: Creating Your Perfect Sales Pitch, feel free to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button: *Schedule a Call*.

Let's Practice!



Click the **Continue Assignments** button in your email. Then, click the **NEXT** button in your browser to get to **Practice 15**. Or just check out the next page.

PRACTICE 15:

CREATING YOUR PERFECT SALES PITCH

Let's build Your Perfect Sales Pitch!

STEP 1: SHOCK AND SURPRISE

Say something unusual that points to your product but catches them off guard.

Example: “I want to talk about your insides.”

Yours:

STEP 2: ESTABLISH CREDIBILITY.

Quickly follow up Step 1 with an expression of your credibility.

Example: “As a licensed RN, I am an expert in bodies.”

Yours:

STEP 3: INSPIRE CURIOSITY.

Ask a question that makes them want to know the answer.

Example: “Want to know something that even some doctors fully understand about the human body?”

Yours:

CREATING YOUR PERFECT SALES PITCH

STEP 4: PRODUCT INTRODUCTION.

Be very brief in explaining what makes your product necessary and how it is beneficial. (Max 1 minute.)

Example: *"Our bodies are always trying to stay in balance. I found XYZ and started taking it immediately."*

Yours:

STEP 5: THEIR QUESTION. YOUR QUESTION.

Respond to their question with a multiple-choice question to stay in control of the sale.

Example: *"Great question. But first, where are you struggling? Most people say it's Problem A, B, or C. Which is it for you?"*

Yours:

STEP 6: CREDIBILITY AND SOLUTIONS.

Re-establish your credibility, then offer your product as the solution to their problem.

Example: *"As an RN, I hear that a lot. That's why I love XYZ. It is the best cure for Problem A."*

Yours:

STEP 7: SUCCESS STORIES.

Talk about someone similar to them in age, gender, and life situation who had great results from your product.

(continue next page)

Example: “My client Robin is just like you. She has been dropping weight like crazy on XYZ.”

Yours:

STEP 8: UNCOMFORTABLE SILENCE & BUYING QUESTIONS.

Be silent. They will break the silence with a buying question.

Write out below a buying question they are likely to ask.

Example: “So how much is your weight loss program?”

Theirs:

STEP 9: INEXPENSIVE BY COMPARISON.

Bypass their question by listing other solutions. List them by price, high-to-low, with your product being the least expensive.

Example: “The hospital program costs \$1,200. The ABC brand costs \$800. My XYZ System is just \$300, plus you get my help.”

Yours:

STEP 10: CLOSE OR REPEAT.

Ask for the sale. If they refuse, repeat any of the 10 Steps. If it's still a NO, schedule another meeting on the spot.

Example: “Let me get your credit card, and we'll get this going! No? Okay, let's talk again on July 14. Does 9:30 am work for you?”

Yours:

CHAPTER 16 BONUS:

PRACTICE,
PRACTICE,
PRACTICE!



You did it! You've made it through 15 Chapters. Congratulations!

By now, you should already see a *massive* increase in your sales. Further, selling your product or services should be a whole lot easier and (*dare I say*) even fun!

However, if you find that you haven't yet had a significant shift in your sales ability, you could probably use a little help getting there. Feel free to set up a no-cost consultation with me. Just go to SellingisBS.com and click the button to book a session.

Either way, I have one last bit of help that I want to offer you before I conclude this training.

Consider this— if you wanted to be a conductor of an orchestra, you'd probably go to a lot of concerts and see as many conductors as possible. If you wanted to be a magician, you'd probably go to magic shows as much as possible to see great magicians perform. If you wanted to be a stand-up comic, a movie star, a lawyer, a car mechanic, or a nuclear physicist, apart from your education, you would probably want to be around people who are already skillful so you can improve your abilities.

The same is true of selling. Now that you have gained some mastery in sales, you need to get out there in the field and get around the pros who have made great selling their life's work. It will also help you with the final hurdle that would probably keep you from being the great salesperson you are destined to be. It's likely that you still have, stuck in your head, this whole idea that you don't like to be **sold to**.

It's likely that by now, you have moved past your judgments about what it means to be an excellent salesperson. Like me, you now see sales as a noble profession, one that lets you help other people push past

the limitations of their fears so they can live in a better world, happily engaged with your product or service. But I'll just bet you still have a lingering judgment of *other* salespeople who are out there working to sell **YOU**. Am I right?

If you are indeed going to become truly excellent at sales,

You **MUST** become
both a practitioner
and a fan of selling.

It is a hard transition for a lot of people to make. Most of us have carried around the feeling of "not wanting to be sold to" for a long time. However, when you think about it, there is no way you are ever going to become good at something like sales if you also detest it. It means letting go of the idea that the salespeople in your life who are encouraging you to move past your fears are being too pushy, too persistent, or too greedy. Instead, it's time to surrender your resistance, allow yourself to be fully engaged on the customer side of a transaction, and buy, buy, **BUY!**

This is critical because you need to understand what it feels like to submit to a salesperson and surrender your resistance. This is the only way you can walk your prospect through that same experience of *being sold to* as well. Imagine trying to encourage someone to cross a dangerous rope bridge spanning across two cliffsides. The first question they would ask you is if you have crossed that bridge. If you were to say, "No, but you should!" How much trust do you think they would have in you? If instead, you said, "Yes! Not only have I crossed this bridge many times, and I know the best way to get across, but I'm going to cross it with you and be there every step of the way." Think of how much more willing they would be to submit to your wishes.

You must recognize that, as a salesperson, putting someone in a situation where they feel some discomfort is necessary to provide them with the results that are most beneficial to them. As you experience the work of professional salespeople, you will see how those methods you used to call “pressure” are instead words of encouragement. They are attempting to help you take action and stop putting off getting the things they truly want out of life.

One of the most delightful and unexpected results I found in freeing my mind from the whole *“I don’t like to be sold to”* thing is that I suddenly found myself utterly immune to the pressure I used to feel from other salespeople. When I began allowing myself to be sold to, rather than resisting it, I found that talking with a salesperson was informative, fun, and almost like going to a magic show. Rather than being annoyed or perplexed by the magician, I knew how all the tricks were performed. I just sat back and thought, “Oh, I see how she did that,” or, “Oh, I like that one. I’m going to try it.” Suddenly, being *sold* everything from TVs to cars to a home and *more* became a stress-free and delightful experience! Wouldn’t you like that for yourself?

In being around more salespeople, you will see all the qualities you want to adapt to your own sales methodology. Of course, you will also see some sales practices you *never* want to use. When I allowed myself to be sold to, it was as if an entirely new world opened up for me. At first, I was fearful that I’d end up wasting a lot of money on a bunch of stuff I didn’t want. Strangely though, the exact *opposite* happened! When I stopped worrying about whether or not I was being taken advantage of in a sale, it became so much easier to determine if I wanted or didn’t want a product. I wasn’t just trying to *avoid* being sold to. Instead, I was thoroughly examining the validity of the product and its usefulness in my life. I also found that I could say yes or no to a salesperson without any frustration, worry, or energy behind it at all. I truly enjoyed the sales process from start to finish! When I did say YES, I also found that

everything I was *sold* had a lot more value. Today, I love interacting with professional salespeople, and they seem to love interacting with me as well.

When I created this internal switch, I began seeing how most salespeople were indeed out to help me rather than trying to take advantage of me.

Moreover, this created a near-immediate effect on the people I was selling to. When I stopped being resistant to salespeople, all of my prospects seemed to put up less resistance to me as well. They no longer accused me of being pushy. They told me they appreciated my help. They *enjoyed* the experience of being sold to because they could feel how much I was there to be in service to them. That would NEVER have happened if I hadn't opened up my mind about sales, allowed myself to go through the process as a customer, and eliminated my negative judgments on salespeople and the entire process of selling. If you are ever going to be a *massively* successful salesperson, you MUST do the same as well.

Finally, I'm going to talk to you about how to find more prospects. In my seminars, workshops, and with individual clients, I am continually being asked by people where they can find more prospects. I simply respond by saying. "Have you ever been outside? Look around. They are people *everywhere!*" As of the time this sentence was written, we live on a planet with over 7,794,878,405 human beings on it. In the USA alone, we have over 331,004,615 people here. That's a LOT of people. Seriously, how many prospects do you think you *need* to close a sale?

But I know what people mean when people ask me where they can find prospects. What they are saying is, "How do I find prospects who are most likely to say YES so I can avoid the feeling of rejection?" Sorry, but I don't have an answer to that. No one does. That kind of thinking won't ever help you in becoming an expert in sales. The simple fact is that sales can be all about the rejection, or sales can be all about

the adventure. It's totally up to you and how you choose to look at it. If you genuinely want to remove your concern around acceptance or rejection, you will need to consider sales a numbers game and little else. Speak to as many people as possible about your business. No matter where you go, people will be there. Yes, you *can* strike up a conversation anywhere and practice selling. However, for the immediate future, I suggest you not evaluate your success or failure in sales based on your closing rate. Instead, focus on your progress in initiating more and more sales conversations with people. Whether you get the deal or get shot down right now is immaterial. Your primary focus must be to practice, practice, **PRACTICE!**

Keep trying new ways to talk about what you do and continuously evolve your Perfect Sales Pitch. Watch how people respond. Are they intrigued? No? Try something else. Are you boring them with a clinical description of your product or service? Bring it alive! Regale them with entertaining stories of success from the people who worked with you and became rabid fans. Rather than wondering if you're going to sell something, invest yourself in learning about the other person.

**Stay constantly focused
on building relationships !
rather than building SALES.**

Where do you do this? Everywhere! On planes, trains, busses, and in the checkout lane of the grocery store. Wherever you go, people will need what you sell. All YOU need to have is the willingness to open up a sales conversation. Talk to everyone. Learn about them. Discover their greatest needs and then position your product to fulfill them. I once closed a new client while waiting in a long line at the DMV. It's not

complicated. You just have to be willing to step through the fire of your fears and start doing new things.

One of those new things I task my clients with is attending as many business networking events as possible. At first, most people hate networking, but only because they do it incorrectly. They go to a networking event with the mistaken belief that they are there to close sales. That is entirely the wrong approach to networking! Networking events are fertile ground to practice connecting with people and presenting your product or service to them in compelling ways. At a single event, you can have dozens of chances to try out dozens of different methods of doing this to all the people you encounter. Focus on getting more comfortable discussing your product or service with people as well as becoming uniquely curious about them. At networking events, you can get immediate feedback on the effectiveness of your entire sales process.

If you'd like additional help feeling more comfortable with business networking, set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone **(213) 409-8366** or go to **SellingisBS.com** and click the button: *Schedule a Call*.

Let's Practice!



Click the **Continue Assignments** button in your email. Then click the **NEXT** button in your browser. Or you can complete the following practice.

Note: The links listed in the practice are also available on the **SellingisBS.com** site.

BONUS PRACTICE:

PRACTICE, PRACTICE, PRACTICE!

To find networking events, both in-person and virtual, look at these three websites. You'll find a near-infinite number of opportunities to get out there, get in front of people, and practice, practice, practice **SELLING!**

NETWORKAFTERWORK.COM

For just \$60.00 a year, you have unlimited access to both their virtual networking events and in-person events in many cities across America. In the virtual events, you can network just about every day of the week!

WWW.MEETUP.COM

MeetUp lists a whole variety of different kinds of events hosted by various groups and individuals. Get on MeetUp and search for networking. You will find both in-person and virtual events. Some are free, others charge admission.

WWW.EVENTBRITE.COM

Similar to MeetUp, EventBrite lists events of all kinds. Typically, the events have an admission price, but you are also likely to get a better gathering than the free ones.

BONUS PRACTICE:

OTHER NETWORKING RESOURCES: (EACH AVAILABLE AT SELLINGISBS.COM)

Podcast: Making Business Networking Work for You

I spill all my secrets on how to approach just about anyone, just about anywhere, and open up a quality sales conversation.

Video: Networking Technology Tools

Learn all the ways you can maximize your networking using simple tools of technology that are already in your hand!

Video: Networking Training

Watch a live Networking demo at one of my training events where I walk someone through the steps of effective business networking.

ALSO, CHECK OUT:

WWW.DANGORDONENTERPRISE.COM

There are links to gobs and gobs of resources on my personal website, as well as information and knowledge for maximizing your sales success!

When you're

NETWORKING,

practice asking

QUESTIONS

and being

uniquely CURIOUS

about other people.

CHAPTER 17:

**THANK YOU
FOR YOUR TIME.**



I have one last story to share with you before we say goodbye.

It is perhaps my most favorite story when it comes to illustrating the importance and value of being a professional salesperson. It goes like this...

Way back in the early days of the Macintosh, before big computer retailers, The Apple Store, or buying anything online, you could only get a Mac from a computer salesperson. These salespeople worked in little offices, not retail stores. So if you wanted to try out a Mac, your salesperson would bring one of their demo models to your office so you could give it a whirl.

My good friend Bill owned a personal development company and was an avid Mac enthusiast. From the very first time Bill's salesman, Lance, gave Bill a test drive of the machine, he was hooked. Lance sold Bill a dozen or so Macs for his company right on the spot.

Bill had been enjoying his Macs for a few years when, one day, he received a call from Lance, who was so excited that he was struggling to catch his breath. "Bill," Lance said, "You won't believe this. It's the new Mac. It's incredible!" Lance told Bill about the RAM upgrades, the new processors, and all the other cool aspects of this machine. He was sure that Bill would instantly fall in love with it and assumed another big sale was in the bag. Lance told Bill he'd bring it by the next morning for an official test drive.

There was a long pause on the phone. "I don't know." Bill began. "The Macs we have here are working just fine. I don't think

I want to be tempted into buying a bunch of new computers just because they've got a new doohickey on them."

Lance was a bit crestfallen, but to him, Bill was his cash cow. He didn't want to lose a potential sale by making Bill feel pressured, so he relented. Lance suggested to Bill that he circle back with him in a month, and maybe he might be interested in looking at the computer then. Bill agreed.

A month later, true to his word, Lance gave Bill a call. Again, Bill said no. Again, Lance kept the pressure off, and again he asked if it was okay to call him in a month. Again, Bill agreed. The following month Lance made the call to Bill, only to be rebuffed once again. Like a Groundhog Day time loop, this whole process went on for over half a year. The dialogue was the same each time:

"Hey Bill, can I bring over the new Mac?"

"Now's not a great time, Lance."

"No problem. I'll check back with you later."

Eventually, Bill started feeling a little guilty about blowing off Lance every time he called. So the next time Lance rang him up, Bill reluctantly agreed to test drive the Mac. He scheduled an appointment with Lance the very next day.

Lance was elated! Like a kid waking up early on Christmas morning, Lance arrived at Bill's office 20 minutes before the appointment. When Bill finally called him in, Lance set the Mac on Bill's desk, plugged it in, and fired it up. Bill was used to his machines taking five or so minutes to boot up, so he headed for the door to get some coffee. "Let me know when the Mac was up and running," Bill said as he walked out of the office.

"What do you mean?" Lance replied. "It's ready now."

Bill stopped in his tracks, slowly turned around, and walked back to his desk chair. From the moment he started working with the new computer, Bill was blown away by its speed and efficiency.

He took it through its paces, starting and quitting apps, opening and closing files, running spreadsheet calculations, all in a fraction of the time it took his current Mac. After half an hour of working on it, Bill leaned back in his chair and turned to Lance.

"This is amazing," Bill said. Then his voice got more stern. "You really screwed up, Lance. Do you have any idea how much more work we could've gotten done here if you had sold me this computer six months ago?"

"What do you mean?" Lance replied. "I've been trying. Every time I called, you said you didn't want to see it. Every month I asked if I could bring it, and every month you said no."

"Well, what the hell have you been listening to me for?" Bill fired back. "I don't know anything about RAM and processors. You're the computer salesman! It was your job to sell me the damn computer!"

Wow! Talk about a surprise ending, huh? I'll bet, as you were reading this story, that you thought the moral of it was going to be about how Lance's persistence paid off for him, right? You thought I was going to make a point of how being patient and respectful of Bill's wishes eventually paid off for Lance, and made him the hero in the end. It's always surprising to people when Bill blows up at Lance.

Most people, at first, think that Bill is entirely unfair. They say Bill isn't taking responsibility for his own choices. Why should he blame Lance when it was his fault for not agreeing to try out the new computer? They think that Lance did everything he could to help Bill, and it's Bill that owes Lance an apology, not the other way around. But then they recognize the truth.

Lance did an abysmal job of being a good salesman for Bill. Like most qualified salespeople, Lance knew more about his product than his customer did. Lance's job was to take responsibility for the sale,

push Bill to the edge of his comfort zone, and help him see what he was not seeing. Lance's commitment to Bill stopped the moment he began worrying about himself, about losing a valuable customer, rather than making sure Bill had the best tools to run his business. Lance failed Bill over and over again, all the while convincing himself he was doing the right thing. Lance made the mistake of putting all of his attention on his fear of losing the sale rather than on Bill living in a better future.

I saved this story for last because I felt it essential to provide you with a lasting impression of what it truly means to be a professional salesperson. It means being 100% committed to the betterment of your prospect, often at a higher level than they are even committed to themselves. It means entering into a sales conversation where you are steadfast in ensuring your prospect is always best served. It means putting aside your needs of being liked, appreciated, or even your desire to make money. Focus instead on helping your prospect over the hump of their fears for a better future where they are happily engaged with your product or service.

And *that's* the truth!

Well, it's time to say *adios*. Thank you for offering me this opportunity to be of service to you. I hope this book, at the least, has been helpful and thought-provoking, if not utterly life-changing for you. I've created other books, and there are other ways to connect with me if you would like additional assistance in growing your business, your income, and becoming a professional salesperson.

Yes, once again, I'm going to encourage you to set up a no-cost consultation with me. Just text the word "**HELP**" to my cell phone (**213-409-8366** or go to SellingisBS.com and click the button: *Schedule a Call*. Do it now. You will thank yourself later.

MEET YOUR COACH: DAN GORDON



Hi, I'm Coach Dan Gordon.

Thanks for taking the time to read my book. I would like to leave you with **ONE** simple question. What do you think you could accomplish if fear and self-doubt were no longer present in your life?

For over 20 years, I've helped **hundreds** of people answer that very question and experience

the thrill of unlocking their personal **superpowers**. If you'd like to feel unstoppable, live your life unlimited, and achieve your absolute **greatness**, I would like to help you get there. Just text the word "**HELP**" to my cell phone **(213) 409-8366** to set up a no-cost consultation at a time that is most convenient for you. It's always a thrill to help people step into a life they once only **dreamed** possible.

Learn more about me at:

www.dangordonenterprise.com

Many thanks to Rosalind, the love of my life.

SELLING IS **BULLSH*T**

MASTERING THE NECESSARY EVIL OF
SALES, WITHOUT BEING A TOTAL A-HOLE!



*“Being good at selling ISN’T just
about getting people to buy stuff!”*

Learning to sell increases your **confidence**, teaches you to be influential, and puts you in 100% control of your **income**. In this book, Dan Gordon takes a **NON-BS** approach to the entire sales process. He'll show you how to sell **effectively** without being the kind of a-hole salesperson you **HATE!**

You will **love** Dan's unique style. It's part psychology, part theater, and ALL **thrill ride!** Dan has weaved together a very simple but **effective** approach to sales that anyone can master. Written specifically for entrepreneurs who hate selling, this book will set your sales success on fire...**GUARANTEED***



COACH DAN GORDON

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*SEE INSIDE FOR DAN'S MONEY BACK GUARANTEE!



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