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ULTIMATE MARKETING

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ULTIMATE MARKETING HUB

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Seminar Nine: Sales & Influence

Sales and Influence Mastery The Importance of Influence

Today We'll Cover:



**The 6 Principles of Influence
and Effective Selling**



**The Key Elements of
Influence**



The 6 Principles of Influence and Effective Selling



Self Belief

The 6 Principles of Influence and Effective Selling

1: Self-Belief

- You can teach the same strategies to different people and they will have a wide range of results
- Your beliefs drive the results you get

1: Self-Belief

Beliefs Run on Automatic Pilot

- They can be unconscious
- They are formed at a very early age

1: Self-Belief

Beliefs About Sales

- **Are you morally okay with selling?**

Self-Belief

If you're not 100% okay with the idea of selling, it will come across when you communicate to people.

1: Self-Belief

**If You Don't Appreciate
Your Value, Neither Will
Your Customers**

1: Self-Belief

**You Have to Believe
That What You Offer
Adds Value to Your
Customers' Lives**

1: Self-Belief

If You Focus On How You Can Add Value to Your Customers' Lives...

- **All the stress and anxiety you feel around Sales will disappear**
- **You'll begin to come from a mindset where not only do you strongly communicate the benefits of what you're selling, but you truly believe that you owe it to your Customers to get them to buy from you**

1: Self-Belief

**Get rid of any doubts or
hesitations you have
about selling!**



Relationship

The 6 Principles of Influence and Effective Selling

2: Relationship

- **You cannot sell anything to someone until you have built rapport with them**
 - When a Salesperson walks up to you and you just don't like them from the outset, you're not in rapport
 - When you click with them in the first few seconds, you're in rapport

2. Relationship

Rapport is Not Outside of Your Control

- **You can directly Influence your ability to bond with somebody**

2. Relationship

How to Influence Rapport

- **Rapport skills involve getting on the same emotional wavelength as your Customers**
- **We tend to be drawn to people who are similar to us**
- **The process normally happens unconsciously**

2. Relationship

Rapport is not a Conscious Choice

- **Our subconscious mind is scanning the other person and making a quick decision about them**
 - It's looking for similarity on a physical level

2. Relationship

Rapport is not a Conscious Choice

- **Example: Have you ever been to a restaurant or bar and seen a couple in physical rapport?**
 - They're mirroring each other
 - If one has their hand on their chin, so does the other

2. Relationship

Rapport is not a Conscious Choice

- **Example: Have you ever been to a restaurant or bar and seen a couple in physical rapport?**
 - Their legs are crossed in the same way
 - They're leaning forward in the same way
- **These people are in strong rapport with each other**

2. Relationship

When You're in Rapport, You Might Have Similar...

- **Body language**
- **Gestures**
- **Voice speed**
- **Voice Volume**

2. Relationship

When You're in Rapport, You Might Have Similar...

- **Words**
- **You can intervene to make these components of rapport happen**

2. Relationship

Mirroring and Matching

- **If you mirror how a person stands, sits or gestures, you will find yourself in rapport with them**
- **The first way to form rapport is to mirror what they're doing physically**
- **The second way is to mirror what they're doing with their voice**

2. Relationship

Mirroring and Matching

- **Example: You're a quiet, soft-spoken person**
 - A Salesperson starts talking to you very quickly
 - If you don't have rapport, it almost feels like they're being disrespectful

2. Relationship

How You Speak is How You Think

- **If someone speaks softly and slowly, that's how they think and how they talk to themselves**
 - If you're a fast talker, you need to slow down

2. Relationship

How You Speak is How You Think

- **If someone speaks softly and slowly, that's how they think and how they talk to themselves**
 - If you're a quieter speaker and you meet someone who speaks at a much faster pace, you need to pick up your speed

2. Relationship

How You Speak is How You Think

- **If someone speaks softly and slowly, that's how they think and how they talk to themselves**
 - Don't be unnatural, but do be respectful of where they're coming from

2. Relationship

Mirror the Quality of People's Voices

- **Match their speed and volume**
- **When you match their body language, gestures and voice, you will notice how quickly you gain rapport**

2. Relationship

Matching and Mirroring

- **Mirroring the other person's voice is also very important on the phone**
 - You can shatter any rapport if you don't match and mirror how the other person is speaking

2. Relationship

Matching and Mirroring

- **Traditional Sales skills are important, but don't focus on those skills without first having the belief system and relationship in place**



Questions That Establish Needs and Link Value

The 6 Principles of Influence and Effective Selling

3: Questions That Establish Needs and Link Value

- **The core Sales skill is the ability to ask questions**

3: Questions That Establish Needs and Link Value

Finding Out What People Need

- **Ask them**
 - E.g. When you book a holiday, why are you booking it?
 - Do you need a break because you're stressed and burned out?
 - Do you need an adventure?
 - Do you need to meet new people?

3: Questions That Establish Needs and Link Value

Finding Out What People Need

- **Until we find out the answers to those questions, we cannot meet our Customers' needs**

The Key Sales Question:
**What is most important
to you about _____?**

**What is most important
to you about _____?**

**Ask and then be quiet. It will
elicit the customer's core values**

3: Questions That Establish Needs and Link Value

Selling is an Exchange of Value

- **If we know what their core values are and we meet those values, most of the time that's all we need to do to make the sale**

3: Questions That Establish Needs and Link Value

**What You think is
Important Isn't
Necessarily What Your
Customer Values**



Emotions vs. Logic

The 6 Principles of Influence and Effective Selling

4: Emotions vs. Logic

- **We tend to think the buying decision is a logical one**
- **In reality, most buying decisions are made on an emotional basis**

4: Emotions vs. Logic

Example: Selling Business-to-Business

- B2B can be different because people's motivations often aren't what we expect

4: Emotions vs. Logic

Example: Selling Business-to-Business

- If you talk to the IT manager, you would expect them to want the best IT solution with the best price
- What if they're trying to get a promotion?
- What if they're under budgetary pressure?

4: Emotions vs. Logic

Example: Selling Business-to-Business

- If you talk to the IT manager, you would expect them to want the best IT solution with the best price
- What if they want the newest, leading-edge product?
- If you don't know their motivation, you could be missing out

4: Emotions vs. Logic

Emotions to Look For

- Fear
 - Fear of consequences
 - Financial fear
 - It can be easier to sell based on fear, especially in the UK culture

4: Emotions vs. Logic

Emotions to Look For

- Excitement
- You have to understand where emotion comes into play



Handle Objections

The 6 Principles of Influence and Effective Selling

5: Handle Objections

- **Your Customer basically says, “What you have is of interest to me, but there’s something in the way.”**
- **This is a key part of the Sales process**
- **Most people panic at this point**

5: Handle Objections

Great Salespeople Love Objections

- **They know that all they have to do is overcome the objection and they'll have the sale**

5: Handle Objections

There is Nothing Wrong With Objections

- **Don't leave the Customer to "go off and think about it"**
- **When they say they want to think about it, what they're often saying is that they have an objection**
- **You can answer almost any objection, but you've got to know what it is**

5: Handle Objections

Common Objections

- **In your business, you will have two or three very common objections**
- **Sit down and figure out what those objections are**
- **Structure an answer that you always give to each objections**

Objections That are Specific to Your Business

5: Handle Objections

Universal Objections

1. Money

- **“It’s too expensive”**
- **What they really mean is that you haven’t shown sufficient value in what you’re selling**

5: Handle Objections

Universal Objections

1. Money

- **Answer the Money objection by**
 - Re-establishing value
 - Risk-reversal (guarantees)
 - Offering payments over time

5: Handle Objections

Universal Objections

2. Time

- **“I haven’t got time to use this”**
- **Example: We experience this a lot in my business**

5: Handle Objections

Universal Objections

2. Time

- ***Our answer:*** If you haven't got time to come to our Summit, then you really need to come because you have some issues."

5: Handle Objections

Universal Objections

2. Time

- **Answer the Time objection by**
 - Turning the objection back on itself
 - Associating them to the pain of postponing
“If you don’t do it now, when are you going to do it?”

5: Handle Objections

Universal Objections

3. Lack of Belief

- **“I don’t believe you” or “It won’t work for me”**
- **The more effective and powerful your product or service, the more likely you are to run into this objection**

5: Handle Objections

Universal Objections

3. Lack of Belief

- **They may believe your product works, but they don't believe it will work for them**

5: Handle Objections

Universal Objections

3. Lack of Belief

- **One of the most important things in Marketing is proof**
- **Answer the Lack of Belief objection with proof**

5: Handle Objections

Universal Objections

3. Lack of Belief

- **Testimonials**
- **Guarantees and risk elimination**
- **Publicity**
- **Reports**
- **Awards or certificates**

We're Almost Done With the 6 Principles

- We have the belief system
- We've established rapport
- We've answered their questions
- We've understood their emotions
- We've answered their objections
- **There's one more step left...**



**Ask for the
Sale**

The 6 Principles of Influence and Effective Selling

6: Ask for the Sale

- **Someone can want what you have, but they won't necessarily buy it unless you ask them to**
- **You must ask for the sale for two reasons:**
 - 1. To get the sale**
 - 2. It will bring out any objections they still have**

6: Ask for the Sale

Reasons People Don't Ask for the Sale

- **They think it's 'un-British'**
- **They don't want to seem pushy**
- **They don't want to be told 'no'**

**Timid Salespeople have
skinny kids.**

You MUST ask for the sale!

6: Ask for the Sale

Learn This Process!

- **Follow it through**
- **Implement it**
- **Make it second nature**
- **Spread it around to everyone in your business who has contact with Customers**



The Key Elements of Influence

The Key Elements of Influence

Words Play a Small Part in the Impact of Your Communications

- **Example: When someone goes into a job interview, they focus on the words they're going to say**
- **Ironically, words are the least important part of a conversation**

The Key Elements of Influence

Total Impact on a Conversation

- **Words: 7%**
- **Voice: 38%**
- **Physiology: 55%**

Your voice and physiology will improve as your belief system and skills improve

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