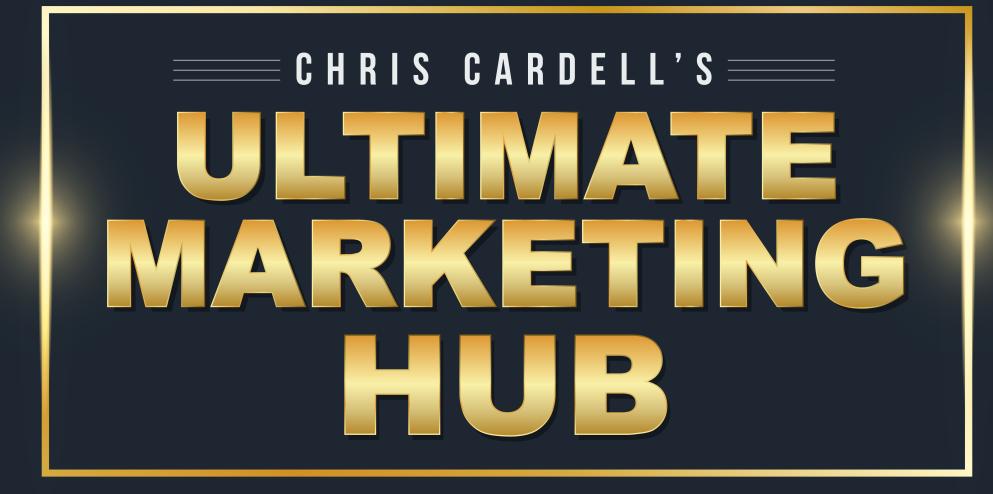


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Seminar Nine: Sales & Influence



Sales and Influence Mastery The mportance 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



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.



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



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



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





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

Rapport is Not Outside of Your Control

You can directly Influence your ability to bond with somebody

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

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

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

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

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

- Body language
- Gestures
- Voice speed
- Voice Volume

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

• Words

• You can intervene to make these components of rapport happen

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

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

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

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

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

- 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

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

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 NeedAsk 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**





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

Example: Selling Business-to-Business

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

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?

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

Emotions to Look For

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

Emotions to Look For

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





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

Great Salespeople Love Objections

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

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

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

- **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

Universal Objections

1. Money

Answer the Money objection by

- Re-establishing value
- Risk-reversal (guarantees)
- Offering payments over time

- Universal Objections 2. Time
- •"I haven't got time to use this"
- Example: We experience this a lot in my business

- 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."

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?"

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

Universal Objections 3. Lack of Belief

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

Universal Objections 3. Lack of Belief

One of the most important things in Marketing is proof

 Answer the Lack of Belief objection with proof

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 <u>MUST</u> 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

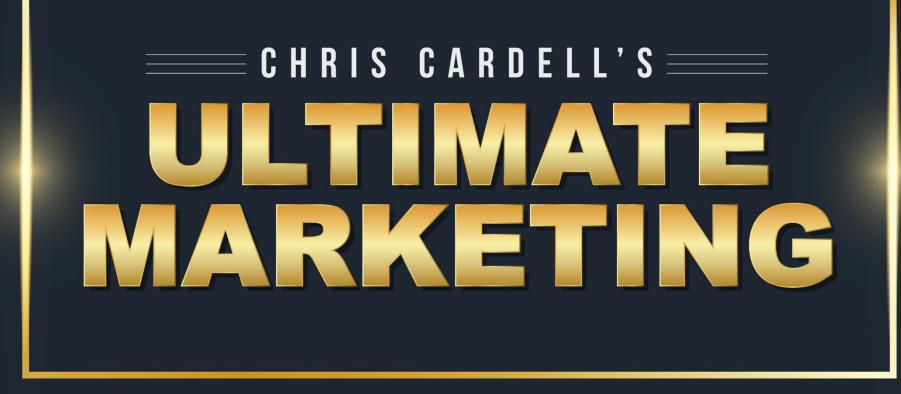
Words Play a Small Part in the Impact of Your Communications

- 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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