

T-BEAR FOR SALES

T - THOUGHTS
B - BELIEFS
E - EMOTIONS
A - ACTIONS
R - RESULTS

Time: Please allow 20 minutes to fill out the below questions

MY CURRENT THOUGHTS, BELIEFS, EMOTIONS ABOUT SALES

Ex: THOUGHTS (T): Selling is being pushy. BELIEF (B): When I sell I need to act like someone I don't even like. EMOTIONS (E): Negative.

T: I don't feel confident on sales calls B: I'm not good at this E: Negative

T: B: E:

T: B: E:

T: B: E:

MY CURRENT SALES ACTIONS, RESULTS ABOUT SALES

For each of the examples you gave above, write the corresponding ACTIONS and RESULTS below.

Ex: ACTION (A): I put off making sales calls as long as I can. RESULTS (R): I spend less than 10% of my time selling and 90% doing other activities even though I know it's that 10% selling that would bring in more clients/customers.

A: I am not actively looking to set up sales calls R: Not making as many sales as I could be

A: R:

A: R:

A: R:



T-BEAR FOR SALES

WHAT HAVE THESE COST YOU?

Now it's time to think about what have these *Beliefs* cost you? In terms of lost income, lost peace of mind, living in fear and missed opportunities.

Ex: I could have probably closed five more clients/customers this quarter, or I could have focused on figuring out how to price my products differently and made another \$100,000 this year just by increasing prices. I could have had the funds to renovate my kitchen by now. I could have gone on vacation with my family if I had closed two more deals.

I know that looking at those *Results* feels awful, but in the next exercise you are going to LET GO of the *Beliefs* that led you to those *Results* and it's going to feel GREAT. Get ready to replace these T, B and E with new empowering ones that will get you very different *Results*.

NEW BELIEFS



Now it's time to TRADE SELLING FOR SERVICE

When you are SERVING you are:

- Helping people solve their pressing problems
- Sharing your gifts and talents
- Only working with people who are the right fit for what you have to offer

Let's make sure this sticks by writing down your old beliefs and then the new ones you'll be replacing them with. Once you have the new beliefs written down, you'll need to put them into practice to make sure they stick.

OLD BELIEF ABOUT SALES

Ex: Selling is being pushy, When I am selling I feel like I am anxious they will say no, people hate being sold to...

What are some of your old beliefs?

Selling feels sleazy to me

NEW BELIEF ABOUT SALES

Ex: Selling is a time I get to connect with people, When I am selling I am serving my clients and customers...

What are your new beliefs about selling?

When I am selling, I am serving

BRAG BOOK

Please use the following prompts to start your bragging! This Brag Book should be kept somewhere you have easy access to it so you can add to it often. If you'd rather use your phone, you can create a note called "Wins" and add new brag-worthy items on the go.

Have fun with it and write one brag/win each day for two weeks. Then you can start writing less often (every other week and/or just when good things happen). No brag is too big or too small!



ONE TIME IN ELEMENTARY SCHOOL...

WHEN I WAS IN COLLEGE [OR MY FIRST JOB]...

BRAG BOOK

AN ACCOMPLISHMENT I WILL NEVER FORGET...

ONE OF MY FAVORITE COMMENTS FROM A CLIENT/CUSTOMER...

MORE BRAGGING...

BRAG BOOK

BRAGGING CONTINUED...

SALES PLAYBOOK



It's time to create your very own Sales Playbook. A “playbook” is a written compilation of your best practices and strategies. The term comes from playbooks used in football and other team sports so that the players can make more of the right moves -- and win more often! If you don't currently have a playbook, can you honestly say that when you sell you are consistently repeating your best strategies and plays? Or are you sometimes winging it, following your gut, and making it up on the fly? Taking the time to create this Sales Playbook will make sure you capture what makes sales work best in your company. Making this invisible process visible will also help you determine where it can be improved, what you can outsource and, along with your Sales Script you'll be creating, make your unique sales approach something you can teach others.

Playbook should include the following:

- Method for setting sales goals
- The key activities that lead to sales
- The key activities for tracking & measurement
- Pipeline management strategy
- Time management strategy
- Most common objections and responses
- Most common questions and responses
- Ways in which your processes differ from the competition
- Best practices for recognizing and rewarding prospects/ customers/clients

Fill out this doc, or create your own Google doc, spreadsheet, post-its, videos, whatever makes sense for you and your team. The important thing is to document your entire sales process and empower anyone in your company to sell, using the playbook.

Time: please allow 20-30 minutes to answer the below questions.

How do you set sales goals (what are your sales targets for the next 90 days? The year? How do you come up with these?)

SALES PLAYBOOK

What are the key activities that lead to sales? (i.e. emails, phone calls, meetings, etc.)

Tracking & measurement (how do you track your sales activities? Do you use a Customer Relations Management System (CRM)?

What is your system for tracking key activities (such as emails that went out or number of calls) and measure where you are in the sales cycle with each customer/client?

What is your system for pipeline management (how do you get new leads into your pipeline? How do you know when they are good, qualified leads?)

Time management (how do you spend your time when you are selling? How much on research? On contacting potential clients or customers? On follow up?)

Are you currently outsourcing any of this? If not, what could you outsource to an intern, assistant or virtual assistant?

SALES PLAYBOOK

Objections and responses (what objections do clients or customers typically give and how do you get around them?)

Question guide (what questions do clients or customers typically ask and how do you answer them?)

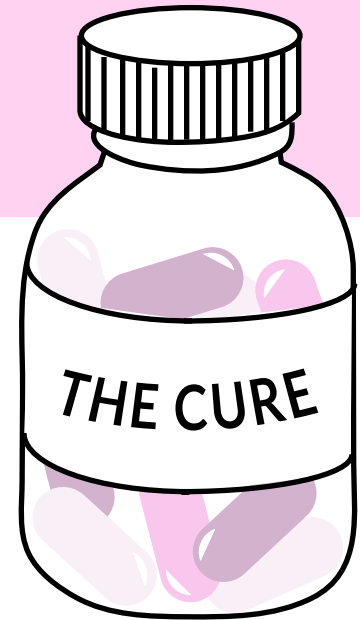
Differentiating from the competition processes (how is your product or service different from your competitors?)

Proactive leveraging of online marketing tools (which marketing tools are the most effective for you?)

Recognition systems for prospects/customers/clients (how do you reward sales people and how do you incentivize clients and customers to refer you to others?)

SALES SCRIPT

It's time to create your sales script, either from scratch, or adapt it from one you are already using. This, along with your Sales Playbook, will allow you to close deals more often and more consistently and teach others how to sell the way you do. Even if you are not planning on training someone else, your sales script will help you identify where you get stuck and where you have "plays" that work really well, which will increase your chances of closing.



HOW TO CREATE YOUR SALES SCRIPT:

If you have never had a sales script before, then your first step will be to create one. To do this, simply open up a document and write down from memory what you usually do on sales calls or meetings. If you have a script already, then you'll be cutting and pasting from that one.

STEPS:

- 1) Create a script of everything you usually do when selling, the way you currently sell (use a Google doc or something you can update easily)
- 2) Re-organize your script by cutting and pasting into the order used in the CURE
- 3) Continue to edit and refine your script based on new learnings from sales calls or meetings

What will take your script to the next level is to create dialogue just like in a movie script, in order to fill out each section with what your client/customer usually says (it doesn't have to be exact). You can also write out multiple different scenarios in one script, a bit like the "choose your own adventure" books. Your sales script can be as long as it needs to be, with as many different conversation threads as you have encountered or think you will with a client or customer.

If you get stuck in writing your script, try to imagine explaining how you sell to someone who is going to sell your product or service, and you weren't there to ask questions. You can also work with a team member to role play as a refresher, or ask the person in your next sales call/meeting if you can record it, then transcribe the conversation (note: recording conversations without asking is illegal, so don't do that).

THE CURE METHOD:

C - CONNECT
U - UNCOVER
R - RECOGNIZE
E - EXPLAIN/EDUCATE

SALES SCRIPT

Time: please allow 20-30 minutes to create a new sales script and 20-30 minutes to adapt it to the below method.

SALES SCRIPT CREATION

C: CONNECT

5% of the sales call or meeting

Objectives

- Build trust with your client
- Set the right frame for the call

Ways to Build Trust and Connection

- Mention the person who referred them to you, or ask how they heard about you
- Mention things you found on LinkedIn or FB or online that you liked about them ("I saw your dog pictures on FB. How old is your puppy?") or that you and the client have in common (good topics to explore: parenting, pets, geographic location)
- If you don't have anything in common you can always discuss upcoming holiday plans and safe topics, avoiding things like politics or anything that can put you on opposite sides like sports (ex: if it's summer, "What are your kids doing this summer?")
- If you know the client or customer has seen some of your marketing (perhaps through asking in your pre-qualifying questionnaire), then ask the client what resonated with him or her about it? This will lead to finding things in common.

What are your go-to trust and connection builders?

SALES SCRIPT

C: CONNECT

5% of the sales call or meeting

How do you “frame” the call or meeting?

U: UNCOVER THE PROBLEM

85% of the sales call or meeting

Objectives

- Bring the problems the client is having to the forefront of the call so they can be directly addressed
- Peel back the layers of the onion on their problem
- Don't give out "bandaids"

Ask Directed Questions

- 1) Ask questions that help you uncover their problem in as much detail as possible.
- 2) Use phrases like “tell me more about that” and “why do you think that is?” and “what have you already tried to fix this?” and “why don’t you think that worked?” and “what is at stake if you don’t fix this?”
- 3) If they are asking you the questions and you are doing the explaining, then you are not doing this right. Get back on track and ask them questions.
- 4) The goal of asking these questions is to help client to see their problems with greater clarity and get in touch with what it would cost them not to solve them.

SALES SCRIPT

U: UNCOVER THE PROBLEM

85% of the sales call or meeting

What are your best Directed Questions?

What are the most common problems clients and customers come to you with?

What are some of your best questions to help uncover the problem?

SALES SCRIPT

R: RECOGNIZE THE SOLUTION

5% of the sales call or meeting

Objectives

- Recap their problem to them in their own words
- Give your “diagnosis” of what is wrong
- Explain why you think they have the problem based on your experience

Give the Diagnosis

1) Use phrases like “tell me more about that” and “why do you think that is?” and *“Based on what you told me (here you can recap a few of the things they said – check your notes you took during the UNCOVER phase), and based on my experience with [insert something relevant to your business and experience] the best solution for you would be to [insert “diagnosis”]. This is where you are tee-ing them up for your offering.*

2) Do not skip to the offering yet.

3) Use *Ice in the Boots* if the client or customer is not realizing the importance of solving this problem NOW (see “3 Deadly Mistakes” Bonus Video for Ice in the Boots explanation)

4) During the RECOGNIZE step, after you sum up what you heard, ask if you missed anything. Once this is completed, you're ready to ask if they would like to hear about your offering [“Would you like to hear how we have solved this for other clients/ customers who had that same problem?]. Only when they say “yes” do you proceed to the “E” where you EXPLAIN/EDUCATE about your products and services.

SALES SCRIPT

R: RECOGNIZE THE SOLUTION

5% of the sales call or meeting

What are phrases you can use to sum up the most common problems of your customers/clients?
(Ex. "Sounds like you want to grow your company but are overwhelmed with the day-to-day tasks")

How do you put "Ice in the Boots" with your customers? (remind them of the problem)

E: EXPLAIN/EDUCATE

5% of the sales call or meeting

Objectives

- Explain your products and services
- State your pricing
- Invite them to voice their objections
- Educate them about why you/your company have such a good track record of success and what the typical outcomes are when people work with you/buy from you
- Move zealously toward the close

SALES SCRIPT

E: EXPLAIN/EDUCATE

5% of the sales call or meeting

Explain/Educate about your offering

- 1) Give a BRIEF overview of your products or services and tell them about your pricing (do not try to cover all the bells and whistles!)
- 2) They will ask follow up questions if they are interested. Remember that they are buying the outcome, so focus on that.)
- 3) Tell them your price. Remember the SPEAK UP and SHUT UP rule. You can count to three in your head if you find this challenging.
- 4) Be prepared to help them realize they need to solve the problem now and what the cost will be if they don't. This is part of moving zealously toward the close.

How do you describe your products and services in a succinct way?

What are 2-3 testimonials you can cite from happy clients or customers? Remember to cite the qualitative and quantitative results.

SALES SCRIPT

E: EXPLAIN/EDUCATE

5% of the sales call or meeting

What your best phrases and strategies for moving zealously toward the close? If you use a pre-close, what do you say?

End of Sales Script

Congratulations, you now have a CURE Method sales script! Review this script before each sales call or meeting and share it with team members. Do role play in order to get more comfortable with each of the four CURE steps. Be sure to continually edit and add to the script (with emphasis on what worked when you closed, and what new questions or objections came up). Soon you will be feeling a much greater sense of confidence and ease when you sell, knowing you have the CURE Method down pat.

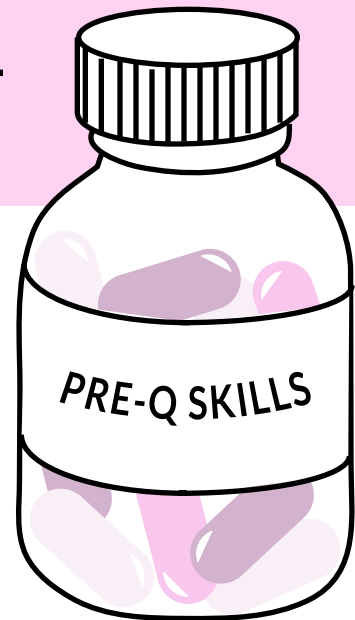
Enjoy becoming a Master Closer and don't forget to celebrate (and track) the wins!

PRE QUALIFYING CHECKLIST

One of the best practices of Killer Closers is to only spend time selling to people who are the most likely to be ready, willing and able to BUY. These are some of the shortcuts to finding out who is in that category.

Ways to gather information from your clients and customers:

- Create a short survey that clients and customers must take before speaking or meeting with you
- Create a quiz or assessment that gives some value but also allows you to gather information on them
- Do a short pre-qualifying phone call where you ask a set of questions
- Get clients and customers from referrals or affiliates who have already vetted them



DO THEY HAVE A BUDGET OR CAN THEY GET RESOURCEFUL TO FIND FUNDS TO WORK WITH YOU/YOUR COMPANY? _____



DO THEY HAVE A ACTUAL PROBLEM? (YOU ESTABLISHED A STRONG NEED) _____



DO THEY WANT TO SOLVE THIS PROBLEM SOON (NOW? IN THREE MONTHS, OR NEXT YEAR?) _____



ARE THEY THE DECISION MAKER? _____



ARE THEY SOMEONE YOU WOULD WANT TO WORK WITH? _____



ARE THEY EAGER TO EXPLORE WORKING WITH YOU? _____



HAVE THEY READ YOUR "SOCIAL PROOF" ONLINE (LOOKED AT YOUR WEB SITE, FB, IG OR LINKED IN) _____



PRE QUALIFYING CHECKLIST

HAVE THEY SOUGHT YOU OUT NOT THE OTHER WAY AROUND
(CALLED, EMAILED, OR ANSWERED AN AD OR EMAIL FROM YOU)

☐

HAVE THEY TRIED OTHER SOLUTIONS BEFORE AND THOSE DIDN'T WORK?(NOW
YOU CAN FINALLY SOLVE THE PROBLEM FOR THEM ONCE AND FOR ALL)

☐

DID YOU CONFIRM THE CALL?

☐☐☐☐☐☐☐

OVERCOMING OBJECTIONS



The type of objections you get most often are going to vary based on your business, but there are also objections that are consistent across all businesses about pricing, timing and wanting to speak to former clients and customers.

You can use this Overcoming Objections Cheat Sheet to prepare for your next sales call or meeting, and make it a living document.

Please use this sheet to write down new objections that you would like to have a response to in the future. We all have had those times where we think, "I should have handled that differently" ... writing down the objections and what answers you could give next time will help you avoid being stuck twice and could mean doubling your chances of closing.

The below are all suggestions and not necessarily meant to be used word for word. Just adapt them to your business and what has worked for you.

COMMON OBJECTIONS

O: Can you tell me about why _____? (fill in with a question you can't answer)

A: I am going to look into that and will get back to you in a couple of days. Would you prefer I email it to you or give you a call? (then get right back on track moving zealously toward the close)

O: I am not sure it's the right time for us to spend this kind of money.

A: I hear you, it's always hard to make a big investment. But let's also think about what is the cost of not doing this? How do you plan to solve this problem? (spend time asking more questions here, and reminding them of what they said was the problem and why it was important to fix it now. Use Ice in the Boots to reconnect with the pain that made them set up the call/seek you out in the first place).

O: That is pretty expensive, is there anything you can do to come down on the price?

A: We are not the cheapest, but if you are going for cheap, then I am probably not the person/we are not the right company for you. We deliver the best quality, and that is what our pricing reflects. One of our recent clients was [Green Team Company]. They came to us for a [web site redesign] and we quoted them the same price we just quoted you and they too said "that sounds like a lot." After working with us, [name specific positive outcome] and they just [specific outcome].

O: The last time we hired a person/company [something about you/yours] we had [bad outcome].

OVERCOMING OBJECTIONS

A: I definitely understand your concern, and am sorry you had that experience. Can you tell me what success would have looked like? We only want not just happy clients but thrilled ones. What would that look like for you?

O: I would like to speak to one of your past clients, is that possible?

A: I would be happy to put you in touch with one of my clients. How about [Gina from Teleport Technologies]? We worked with her and her team [x] weeks/months ago and I know they were very pleased that [specific results]. Assuming she has glowing things to say, will we be able to close this deal this week, by say[Friday]? Or are there other concerns you'd like to address now while we are together? (note its ok to connect people with former clients or customers but do not let this prevent you from closing)

OBJECTION

RESPONSE

Now write down ones you have gotten or might get and what you can say to overcome them.

So I am going to think about all this and get back to you on Monday...	

OVERCOMING OBJECTIONS

OBJECTION

RESPONSE

Now write down ones you have gotten or might get and what you can say to overcome them.
