



**SELLING LIKE A ROCKSTAR**

# WHAT YOU NEED TO KNOW



1. Selling is a game – a sport, you are NOT going to die when you hear the word “no”
2. There are only 3 answers: “yes,” “no,” and “I don’t know”
3. Scratch that... there are only 2 answers: “I don’t know” means “NO”
4. When you don’t ask the answer is ALWAYS “NO”



# PAIN MANAGEMENT

YOUR JOB IS TO RELIEVE YOUR  
PROSPECTS PAIN.

WHAT IS THEIR PAIN???



# PAIN MANAGEMENT

THEY WANT MORE BUSINESS!

THEY WANT MORE MONEY!

CAN YOU RELATE?





# CAN YOU RELATE?

- OF COURSE YOU CAN
- LEVEL WITH THEM ONE BIZ OWNER TO ANOTHER...
- BUILD RAPPORT



# 5 STEPS TO CLOSING

1. RAPPORT
2. ASKING QUESTIONS
3. SOLVING
4. PRE-EMPTING
5. ASKING FOR ACTION



# RAPPORT



- **WHAT IS RAPPORT?**
- **SIMPLE: IT IS RELATING/EMPATHIZING**
- **SHOW INTEREST/LET THEM TALK, TALK, TALK...**
- **SAY “I CAN RELATE” OR “THAT MAKES SENSE TO ME”**



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# ASKING QUESTIONS

- ASK ABOUT BACKGROUND
- PEOPLE LOVE TO SHARE THEIR STORY
- LET THEM!
- LEAD IN TO SALE WITH: “WHAT ARE YOU DOING THAT’S WORKING IN YOUR MARKETING?”



# SOLVING



- **START BUILDING AMMO**
- **EXPLAIN HOW YOU UNDERSTAND THEIR SITUATION AND HAVE A SOLUTION THAT DIRECTLY RELATES**
- **POWER PHRASE: “DOES THAT MAKE SENSE?”**



# PRE-EMPTING



- **OVERCOME OBJECTIONS BEFORE THEY EVEN THINK OF THEM**
- **COMMON OBJECTIONS:**
  - NO TIME, NO MONEY, NO BUDGET, THIS WON'T WORK...
- **POWER PHRASE: "SOME PEOPLE THINK..."**



# ASKING FOR ACTION

- NEVER END A CALL/MEETING WITH “WHAT DO YOU THINK?” INSTEAD, ASK FOR A DECISION. YOU MAY SOFTEN IT BY ASKING IF IT MAKES SENSE TO PURSUE THIS IDEA...
- NEVER START A CALL/MEETING WITHOUT AN ACTIONABLE AGENDA
  - “IN OUR MEETING I AM GOING TO ASK YOU TO BE READY TO MAKE A DECISION DO BUY OR NOT BUY. EITHER WAY, THERE’S NO PRESSURE, WE WILL ALWAYS BE FRIENDS, BUT TO MAKE SURE WE ARE NOT WASTING EACH OTHER’S TIME, CAN YOU AGREE TO BE OPEN TO MAKING A DECISION?”





# 10 RULES TO BUSINESS



## RULE # 1: ASK FOR THE MONEY



# 10 RULES TO BUSINESS



I FORGOT THE OTHER 9 RULES...



# AS ALWAYS...



## KEEP ROCKIN!

