

MONTH 4: ENGAGE! THREE STEPS TO QUALITY CONTACT & SALES MASTERY

(LISTEN TO 'DAY 4' AUDIO)

LAPS – Listen, Apply, Practice, Share

*First **Listen** to the audio referenced above. Then **Analyze**, the audio content further by reading the notes and completing the exercises in the Learning Management System. Now you are prepared to **Practice** that which you have listened to and analyzed as you work with your clients and prospects. Finally, on the last Friday of each month our entire sales organization will gather to **Share** key learnings and applications in market.*

When you model successful people, it's not enough to do what they do. You have to do it in the same order or syntax.

THE THREE PHASES OF SALES MASTERY

Phase I – Engage: engage prospects and get them involved. Get their attention, make contact with them and get their interest.

Phase II – Enroll: probe for problems, or qualify them, make sure they feel good about your product, and make sure they feel certain they want to buy.

Phase III – Compel: them to want to buy now.

THE 10 STEPS TO SALES MASTERY:

Phase I - Engage

1. Prepare and do your homework
2. Turn yourself on
3. Make contact and get their attention
4. Connect and become their best friend
5. Create interest

Phase II – Enroll

6. Qualify them probe for problems
7. Create conviction and test close

Phase III – Compel

8. Make it real and assume the sale
9. Convert objections and commitments
10. Make it easy and create a future

This month we will focus on Phase 1, steps 1 – 3 (of the 10 steps to mastery)

Prepare, Turn Yourself On, Make Contact

STEP 1: PREPARATION

Six Keys to Preparation

1. Know who the customer is and anticipate their needs or hurts
2. know your own product and its advantages and benefits
3. know your competition and never knock a competitor
4. know all the potential objections and have answers ready in advance
5. expect the best and prepare for the worst
6. create demand – create ‘competitive tension’

STEP 2: TURN YOURSELF ON

Anchor yourself for success – The quickest way to change your state is to change the way you’re using your body

1. choose a word (such as Yes!) and a physical movement or an anchor (such as clapping your hands) that will bring you to a peak state.
2. Link massive emotional or state change to that specific word or anchor
3. Change your physiology radically by using the clapping and yes! Anchor.

Selling is a Transference of Emotions. Peak performance comes from being in a peak state. Every time you get in front of a customer the state you're in and the feelings you're expressing will affect the customer. If you're not in a peak state it's like cutting off some of your skills and abilities remember:

- People associate your state to your product. If you're in a negative state they link those feelings to your product.
- You associate your own state to your product if you feel lousy and talk about your product, pretty soon all you have to do is talk about your product and you'll start to feel lousy.

EXERCISE

1. How much money have you lost in the last three years because you haven't consistently managed your state? Add up the sales you didn't make because 1) you didn't feel like making the calls 2) you didn't follow through 3) you didn't have enough certainty to overcome the objections that were presented.
2. How much has it cost you emotionally in the last three years to have not managed your state consistently? How much has it cost you in the terms of frustration, pain, anger or regret?
3. What will it cost you over the next five years if you don't change this pattern?
4. What would your life be like in the next five years if you consistently manage your state? What would your career be like? How much more would you enjoy yourself? How much more money would you make?

STEP 3: MAKING CONTACTS

Five keys to making effective contact

1. Set specific goals. Determine the minimum number of calls you will make every day or every week. Set a specific goal and never break it.
2. Be creative, fun, playful, and outrageous! Don't prospect or make contact the same way every time. Make it creative so you don't get bored. Make it playful and fun so it becomes something you look forward to doing.

3. Have a plan for what you're going to say. Know your key claims, know where you're going so you can focus on getting the prospect attention instead of worrying about what you should say next.
4. Get referrals. Every time you make contact with someone whether they buy or not ask for a referral.
5. Make a massive number of contacts at level 10 and just watch what happens!

What stops people from making contact?

1. They're not prepared
2. They're not in a peak state
3. They think they're an interruption

No matter what the situation you're only interruption until you get their attention. How can you get their attention? Scream Pigs!

SCREAM PIGS!

Smile. Being in the state where people feel good just to be around you.

Compliment. Notice specific things that you can sincerely complement.

Referral. Use a referral to connect with someone immediately.

Exhibit. Instant attention exhibit or demonstrate something.

Ask. Ask a question.

Mystery. Ask a surprising question or make a claim they don't expect.

Poll. Use a poll or a survey and state that claim to get their attention.

Information. Offer information they don't already have.

Gifts. Giving a gift induces reciprocity and grabs attention.

Startle. When you startle someone when you get their full attention.

Remember, you are not a salesperson, you are a state inducer

Valpak Clipp Principle

We're only an interruption until we get their attention

We have an exciting story to tell, sharing our key talking points and making them our own is fun!

YOUR ASSIGNMENT

Commit to implementing the five Keys for making effective contact:

1. Set specific goals. What are the top 3 specific goals you will focus on each day this month?
2. Be creative, fun, outrageous and playful. What one thing will you keep in mind this month to be creative and have fun?
3. Have a plan for what you're going to say. What is the one key message you want to make sure you deliver this month to current and prospective clients?
4. Get referrals, make every contact a win. Identify three people who you can ask for a referral this month and ask.
5. Do it massively. Of the top three goals you cited above, what else can you do to make certain you make daily progress on each?

You're only an interruption if you don't have people's attention. As soon as you're interesting enough to get their attention, they'll make time for you.