

SALES EXPLOSION BOOTCAMP

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MISTAKES IN SALES

Sales is an art.

It takes both talent and skill to be a really good sales person.

Just like in sports, in order to reach mastery in sales you need to practice, take risks, make mistakes and learn from them.

But to make it more easier for you, I will be listing out some mistakes you should avoid in your sales journey to be able to sell and make more money judiciously.

1. Not listening and talking too much

When you're trying to sell something, instinctively you want to talk a lot: passionately describe the benefits and the great features of your offering.

Listening more and asking targeted questions helps you understand the customer's business needs and tailor your offering better.

It will also help you get to know them as individuals (preferences and tastes) and show that you care.

People seriously buy with emotion and justify with logic.

And the best thing? By asking questions and listening you enable the potential customer to do all the job for you – reveal their main pains and identify ways how you can solve them.

2. Offering too much for nothing

This is a direct negative spin-off of talking too much. In trying to win the customer, some sellers tend to offer too much help for nothing and in this way become an unpaid consultant.

Being helpful is, of course, a plus. But there should be limits.

Prospects love to milk sellers for information and advice, even when they don't intend to actually buy anything.

In your attempt to win the prospect's heart, you may give out too many insights without getting anything in return.

Don't give out free consultations – instead offer solutions to problems in the form of your products or services..

3. Not focusing on the solution

As a seller, you would be drawn to boast about all the cool features your product or service has.

But, the problem is ... it's not going to make a single sale.

Instead of saying my product is this and that, you'd better focus on how your product can solve the most critical problems your prospect is trying to tackle.

For example, you are selling a waterproof wristwatch, you only have to drive in the emotion by trying to infuse a picture of them running inside rain without having to worry about their expensive wristwatch getting spoilt right into their mind and you will see them buying straight up.

It's important to understand that your prospects are not that interested HOW you do it, they are interested in WHAT you can do.

What i mean in essence is that **Features tell, Benefits sell!**

4. Focusing on price not value

People buy value, not price.

Don't start reducing the price of your product thinking people will buy because of that.

You should increase the offer and value to the extent only a lunatic will refuse the offer.

First, heavily relying on low prices, offering discounts here and there, giving out special promotions, will only get you instant, but not long-term buyers.

This type of customer will buy from you, but will run away the moment somebody else tempts them with a bigger discount.

Do you really need that?

Second, even though price is traditionally viewed as a decisive factor and almost all customers demand lower prices, they won't buy a product just because it's cheap.

They will buy a product that is valuable for them. And if this value is substantial, all customers will pay a bigger price.

All you need to do is remind the prospect that buying cheap often results in poor quality and higher costs in the long term.

Buying more expensive quality means more value and lower costs down the road.

5. Making promises you can't keep

Overpromising and under delivering equals to mere lying in business.

No matter how much you want to sell, lying is a bad way to start any relationship.

Exaggerating your product or service capabilities, or even worse hiding limitations or special conditions, will not take you far.

Think of it this way; would you want to spend your money on lies? I bet no.

But how do you sell then? Here are two suggestions:

Instead of over-promising, let the prospects sell to themselves.

You can do it by asking the right questions that'll gently push the prospect to the right direction. In the end, they'll convince themselves that they need your product.

Another way is particularly suitable for the free trial stage.

To make sure your prospects are pleasantly surprised, you can actually under promise and over deliver.

If the expectations are low, but the product can actually do more, then prospects will be blown away with the experience they get.

This will help you win them over during the next sale stage.

All in all – it's better to sell nothing, than to make a dishonest sale.

Because if your customers later find out about a problem you “forgot to mention”, you will not only lose the customer, but also your reputation and further sales.

6. Arguing with a potential customer

Even though this may sound obvious, many sellers fall prey to this mistake.

When a prospect's objections become unreasonable or even contradict logic, it's easy to lose temper and start defending your truth. But don't. Simply don't.

Arguing with potential customers will result in you losing the sale. Almost every single time.

If you disagree with what they have to say, keep silent or say that you hear them, something like “*I can see where you're coming from.*”

Again, ask questions to clarify their position, paraphrase their statements, but never ever argue.

If you see that you face the wall, it's wiser to walk away and focus on other, more lucrative opportunities. At the end of the day, you can't make everybody happy.

7. Not knowing your product so well.

If you meet with a potential customer unprepared, it will show. Especially since your prospects already did some research on your product!

What if they know your product better than you know it?

Not only knowing your product well boosts your confidence, it will also give you the chance and power to answer any type of question concerning your product.

8. Don't sell what people don't want.

Ok, let me just put it straight – selling anything to anyone is a nonsense that you should ditch once and for all!

Today's sales standards (and ethics) are quite different, and “selling for the sake of selling” is nothing but a counter-productive tactic.

First of all, you're wasting your time and effort trying to convince a person or a company to buy, even if they may not need your products at all.

So, instead of selling to those who actually need your products or services and creating long-term value, you are selling just to prove that you can.

And even if you manage to sell to a random person or company, it won't really benefit your business.

Why? Because real money comes from **repeat business**, not one-off deals.

Having loyal customers does pay off, as most revenue comes from repeat customers.

Second, if you sell a product that a company doesn't need, it will never be a perfect fit.

At best, they will end up disappointed. And they will start talking.

Talking to their partners, customers, etc. about how your product is useless and a waste of money.

So, you may end up with your company's name tagged on social media in a "not-so-flattering" context.

Bottom line is – don't EVER force a sale on somebody who doesn't want or need your products or services. Instead, simply admit it and move on

HOW TO REALLY MAKE SALES

- **Mindset**

I know you are possibly wondering what has this got to do with sales, but relax and let me burst your brain.

There's a saying that your mind is very flexible and if you don't believe it's possible, it won't be possible at all.

There was a time when i thought making ordinary 20k on the internet required a huge amount of work and funny enough, i learnt everything necessary and i never still made 20k off the internet.

Not until I changed my mindset and started dreaming big before I was able to make the 20k and more.

If you don't switch your mindset from making one sale a week to making 10 sales a day, you really won't be able to make 10 sales daily.

It's not a curse or juju, it's the plain fact right here and now.

So channel your mindset to making huge sales and you will be able to make it come through after learning effectively.

- **Ask questions and listen attentively**

As a sales person ready to make sales and take control of the sales process, It's best to be a good listener and be able to actively ask questions that will lead you towards closing the sales.

The one who asks the question has control over the other person.

The major reason a lot of sellers don't listen is because they are nervous and possibly afraid if they will be able to sell the product or not.

So they tend to keep talking and talking till the other person takes control of the conversation.

If on any occasion, you lose control of the conversation and couldn't get it back, the sale is lost automatically.

Ask your customers questions, listen to them, pinpoint their pain points, hook them with the pain points and you see selling gets very easier.

- **Assume the sale**

Always talk as if your customer already bought from you. Instead of saying are you interested? Ask them how they wanna pay instead.

This is very simple but a no brainer in making sales. I actually closed a deal 10 mins ago with this same strategy and how did I do it?

I sold the lady the benefit of my course and I realized she's already sold but still being skeptical.

I gave her my no brainer guarantee and asked her how she wanted to pay, she asked for the account number straight up because I assumed she already made her choice to buy the course.

- **Stand out**

This simply means why you should be chosen among the thousands selling the same thing you are selling.

This simply is also referring to your USP (Unique Selling Point). This is more or less what people know that you do uniquely and that means what places you different from others.

An example is DOMINO'S PIZZA and their unique sales statement is get your delivery in 30 mins or eat it for free. SPEED is their USP.

That makes them stand out from the rest pizza makers because of the speed and you know hot pizza is the real deal.

How to deal with “I WILL GET BACK TO YOU” customers

This is really one of the biggest scam of the world whereby customers will always say this to get away instead of saying i am not buying straight up.

How then do you conquer this problem?

There are two major reasons a customer will say this to you.

Either they don't have the money or they don't trust you enough to buy from you.

This is more reason I do emphasize on building a rapport before selling to a customer.

Building a rapport helps in building trust and desire in your products to the extent whereby your prospects can go borrow so as not to miss out of your product.

But there is another way around this problem again, instead of leaving them to go just like that after saying they will get back to you.

Just ask this simple question to know how the prospect really desires your product or service.

WHY ARE YOU NOT INTERESTED?

This particular question will bring forth a lot of answers like;

1. I am interested but i am broke right now, so i can't afford it.
2. I am not sure this product will be useful to me
3. I am not sure i need this product right now
4. I am not sure this product will really solve my problem
5. I am not sure this product will do what you said it will do
6. I am interested buh i need to consult with some people first.

Take note that no matter the answers, it's all based on two things.

Either they don't have the money or they don't trust you enough to buy from you.

So let's counter them with your answers right now.

For prospects with financial problems and you see that they are so interested, you either do one of these options according to your business;

- a. Allow installment payments like twice or thrice especially for salary earners.***
- b. Give them a discount with urgency like I will give you a 10% discount if you are buying in the next 24 hours.***
- c. Give them irresistible offers and guarantees that will make them go borrow to get your product.***

Give them one of these options and keep quiet, let them talk.

For prospects with trust issues and doubts, you either do one of these options according to your business;

- a. Pitch your products benefits more than the features***
- b. Give them irresistible offers that they can't pass on***
- c. Give them a huge guarantee that will shift the risk from them to you.***
- d. Show social proof otherwise known as customers' testimonies to further lift their insecurity***

If after showing all these and they still don't seem to trust you, do not be so desperate to sell to them because they will feel the desperacy in you which will in turn be a huge turn off because they believe you are trying to lure them into buying.

Keep them on your list instead and move them up to a hot prospect by feeding them contents that will place you as an expert not a scam.

Infact, they will come back to ask for the same product again because they now trust you enough to buy.

HOW TO DEAL WITH CUSTOMERS THAT CLAIM YOUR PRODUCT OR SERVICE IS EXPENSIVE

Nobody wanna buy a bad deal right?

And for someone to say your product is expensive, the prospect has probably seen it somewhere else at a cheaper price.

It's now up to you to convince them yours is not expensive but just the best price for the product and how can you do this?

Very simple!!!! You must be able to show them why your product is more expensive than your competitors' own.

This is why it's always good to run background research on your competitors to know their weakness and strength so it can be used to your advantage.

If anybody should tell you your product is expensive, tailor your answer to be something like this;

That is the major reason you should buy this product because quality beats quantity everytime and I know you will always go for quality instead of quantity.

And this product has the following benefits in which others out there doesn't have (you list the superior benefits of your product over your competitors' own)

And another thing is that you have no risk at all on this product, you can use this product for (number of years or months).

And if something should happen to it (mention the major problem with the products), you can bring it back and get a brand new one or get your money in full (according to your business).

You see it's a win win for you and you have nothing to lose even at a higher price and quality than the rest.

After saying this, keep quiet and watch.

HOW TO FOLLOW UP EFFECTIVELY

You need to get something straight that not all prospects will buy at once or the first time they are coming to your DM.

That is why you really need to take your follow up game so seriously.

90% of the sales are not made in the first meeting or encounter, they are rather made after a few consecutive meetings or encounters. Why???

Because most of these prospects are cold prospects and it will take time for them to trust you.

Unfortunately, a lot of sellers do give up after the first one or two encounters and that means no sales from these people.

You also need to understand that these new prospects are not rejecting you but they are rejecting your present offer and that doesn't mean they can't buy it in the future.

So how exactly do you follow up?

You follow up by checking them maybe 2 to 3 times a week not everyday that will make you look very cheap, desperate and irritating. Why is this?

If your messages keep popping up, they will keep remembering they have something they need to buy from you.

This makes them never forget you nor your products and make sure you are only greeting and creating rapport with them personally.

Don't send them unnecessary BC messages.

Don't start asking them to buy buy everytime you go to their DM, Instead engage them in talks outside business to know their likes and dislikes.

Keep engaging them also with educating contents that will make them trust you enough to come and buy from you.

The main reason of Follow UP is to keep you and your business afloat in their mind every time.

The aim is for them to think about you first anytime they need solutions to the problem your product can solve.

In Fact you can call them manually just to check on them, send them a text message.

Follow up aggressively but do not become desperate or beg for patronage because that makes your business look cheap and that irritates your prospects more than any other thing.

SOFT DM MARKETING

This is a strategy that really works provided it's done well. Let's get down to it right now.

Using whatsapp status as an example but it can be used on Facebook and Instagram stories also.

Let's say you are a fashion Designer and you know most of your prospects go to church on Sunday and mosque on Friday.

You will dedicate these two days to viewing your prospects' status updates to observe the clothes they wore to the mosque or church.

You will slide into their DM to compliment them on their outfits like wow, this dress is nice bla bla.

You start a conversation by asking who made the cloth for them (getting your competitor information) and also the price (to know your prospect budget).

You will also ask if they have sown the cloth they will be wearing the next friday or sunday (to know if they have interest in sewing a new cloth anytime soon).

If they say yes, that means you will come back another day and If they say no, you will ask them why??

They will tell you the reasons and you will be able to pitch a better offer to them and enough guarantee to gain their trust because they already have someone who is working for them.

Do not make the mistake of condemning the other designer work or else you already forfeit that sales without pitching it.

Make sure you build enough rapport with your conversation before even pitching any offer.

Try it and come give me feedback.

COLD CALLING MARKETING

In my own simple definition, Cold Calling simply means the act of calling a cold prospect manually to pitch an offer to them.

Basically, cold calling means calling someone you have never met or had an encounter with all to get an appointment with them in pitching your sales.

So to my prior definition, cold calling simply means calling someone you already discussed your product with to further pitch the offer on the phone.

There's actually a psychology behind hearing someone's voice on the phone while pitching offers and this will really make the prospect relax.

A lot of people are usually afraid to call a prospect because they believe they will either stammer and screw up.

I will be dropping a script for anybody interested in cold calling now.

But there are some preparations to be done before cold calling any prospect which includes;

Practice your cold call script.

Focus on your goal and that is to close sales.

Do your research about your prospect.

Be ready for objections from your prospect.

Know when to call not just anytime

COLD CALLING SCRIPT

1. Introduce yourself.

First, say your name and do not fidget, it doesn't matter if you call with your number or not. You need to sound confident and energetic. You don't need to yell your greeting, but you do need to articulate.

After you say, ***This is my name.*** pause.

This is hard for cold callers. They want to jump straight into their pitch. But I want you to take a deep breath and say nothing for five whole seconds.

While you're pausing, your prospect is searching their brain for why you are calling him or her.

2. Establish rapport.

The call is already deviating from the standard cold call. Then you hit them with a question to establish some rapport.

Your goal: Get 'em talking and prove you're familiar with them

Here are some sample questions:

So, [prospect name], I see you attend [university]. How do you like it?

Wow, you've been at [company] for [X years]. How did you get started there?

Congrats on your recent promotion. How is the new role?

A good question is topical and makes someone smile. If they seem receptive to chatting, ask them a follow-up question.

For instance, if they say, **"I loved going to Abuja because of less traffic"** you can respond, **"That's great, maybe i should also move to Abuja or what do you think?"**.

Eventually, they'll say, **"Alright, why are you calling?"**

Laugh and tell them they are fun to be with and you forgot why you called in the first instance.

They'll laugh because you're clearly having fun.

Answer, **"Sometimes I forget."** Laugh again.

Trust me, this always lightens the mood. (Unless your prospect is in a major hurry, in which case, you should get the point.)

3. Use a positioning statement.

A positioning statement shows your prospect you have also been in the same position they are now (the problem they are facing that your product can solve) and understand their challenges.

You're not talking about yourself, which is what most cold callers do.

Here's a hypothetical positioning statement: ***"I remember when i bought a bag that got peeled off in just 30 days which really got me infuriated. Does that sound like you?"***

Since you've pre-qualified and researched the reason they are being difficult in buying, they'll always say "yes."

Simply say, ***"Tell me more about that."***

It's all about them, baby!

Now they'll explain their pain points and objectives and valuable information to start building your pitch.

4. Pitch your offer and start talking about the benefits;

Talk about how it has also helped a lot of people too. Build their desire up to the point they have no sales objection left.

Let them know what's in it for them and center everything around them and them alone.

Take note of your voice too and make sure you feel relaxed while talking to avoid stammering.

5. Lastly, ask them “how do they wanna pay”, “not are they interested” to avoid i will get back to you.

CONCLUSION

Now i have given you all you need to triple your sales in 30 days.

But unfortunately, it won't be possible unless you take actions on all you have learnt and keep practising more and more to achieve mastery.

Making sales is very simple but not easy and fortunately for you, you just got the real sales hack and it's all left to you to implement them so you can see results.

You got any question whatsoever??

Reach out to me on WhatsApp +2348055960092.

THANKS FOR TAKING ACTION TO TRIPLE YOUR SALES.