

# THAT'S ambitious

## OPTIMIZE STAGE Course 1 - Sales Training

### PART 1

#### The Secret Psychology of \_\_\_\_\_



What's the #1 thing you need to do in your business in order to be successful? \_\_\_\_\_!

So why is it that most business people \_\_\_\_\_?

Because they:

1. Don't like \_\_\_\_\_.
2. Aren't \_\_\_\_\_.
3. Don't train \_\_\_\_\_.

When was the last time you invested in a proper sales training?

\_\_\_\_\_

Most people buy from people they \_\_\_\_\_,

& \_\_\_\_\_.

Most people want to buy, but they also require a little

\_\_\_\_\_.

Help them to see the:

\_\_\_\_\_

---- Over ----

\_\_\_\_\_

A gifted product is mightier than a gifted \_\_\_\_\_ (or \_\_\_\_\_  
\_\_\_\_\_.)

Good salespeople need to learn and practice the Law of \_\_\_\_\_  
\_\_\_\_\_ and \_\_\_\_\_.

\_\_\_\_\_ drives prices up.

\_\_\_\_\_ drives prices down.

People also have this innate fear of \_\_\_\_\_, \_\_\_\_\_,  
which can certainly be a powerful motivator.

PART 2  
Product Sales vs Conceptual Sales



Product sales, also known as \_\_\_\_\_ sales are things you can see, feel, touch, taste. E.g.: Cars, phones, computers, pens.

Conceptual sales are things you \_\_\_\_\_ like an idea, the promise of a result, the concept of a new product or multiple products.

For example: I can sell you a pen or I can sell you on why you need lots of pens.

People who are good at conceptual sales, \_\_\_\_\_

People who are good at product sales, usually have a hard time with conceptual sales.

What's a concept that you have that you find is hard to sell?

\_\_\_\_\_

2 Examples of products that are harder to sell than others:

1. \_\_\_\_\_

2. \_\_\_\_\_

## PART 3

### Hypnotic Selling Stories



#### The 3 Act Play Sales Master Plan!

Act 1: Establish your \_\_\_\_\_ and \_\_\_\_\_.

- a. What were things like before trouble began?
- b. Who is the villain, the person or organization responsible for chaos? Introduce them...
- c. Focus in on the main problems and struggles that are faced not just you the hero but by others in the same situation. I.E. "Like client X who had already been."

Act 2: Escalate the \_\_\_\_\_ and \_\_\_\_\_ the confrontation.

- a. Explain how the struggle is increasing and the problems are getting bigger.
- b. Explain how the old solution is inadequate.
- c. Talk about the turning point. What did you learn? Whose you learned from? What did you do to make yourself stronger than the villain? (The Rocky Montage) Note: "Link to "high value" sites that can help the reader."

Act 3: " \_\_\_\_\_ " and the " \_\_\_\_\_ ."

- a. What was the solution? The ultimate battle weapon?
- b. What is the result of the final battle?
- c. What is the new normal?

PART 4  
Different is Better than Better



Curiosity. Advice to the young (\_\_\_\_\_). Curiosity.” Ezra Pound

Tick all of the #\_\_\_\_ selling strategy boxes.

Journalists call this the 5W 1H formula.

1. \_\_\_\_\_ is it for?
2. \_\_\_\_\_ does it do?
3. \_\_\_\_\_ is the best place to advertise?
4. \_\_\_\_\_ is the best time to reach them?
5. \_\_\_\_\_ do I need it? Why is it superior?
6. \_\_\_\_\_ can you prove your case?

Do you know what makes your product or service \_\_\_\_\_?

PART 5  
In Person or Online Selling Agenda



\_\_\_\_\_

\_\_\_\_\_ (request additional agenda items  
from prospect)

Introduce the \_\_\_\_\_

Offer Up the \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- What does it do & \_\_\_\_\_ do I need that?
- How does it work & \_\_\_\_\_ do I need that?
- What will I learn & \_\_\_\_\_ do I need that?

Handle \_\_\_\_\_ without getting stuck in the weeks

\_\_\_\_\_ and/or \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Including \_\_\_\_\_ (Mark Up the  
Order Form)

\_\_\_\_\_

Thank you

## PART 6

### How to Prepare for a Sales Call or Meeting



1. Prepare for sales conversations (don't overprepare and bore people with data they don't care about)
2. Be on time for your appointments! You bleed trust when you can't meet your own clock
3. Ensure people you'll make productive use of their time (thank them for their valuable time they chose to share with you)
4. Ask lot of high value questions that give you meaningful data
5. Be prepared for meetings that don't go according to your pitch deck (avoid pitch deck)
6. Align your prospect with your objectives
7. Differentiate yourself: what is your brand promise?
8. Close the deal, tell them exactly how to move forward with you
9. Don't get in the way of a close. E.g.: answering too many questions.
10. Know your numbers
11. Know when to keep quiet and just listen