



EVERGREEN COACHING

LEARN
HOW TO LOVE SALES
PLAYBOOK

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“A SALES PITCH, A DISCOUNT, AND A SMILE WILL NO LONGER CLOSE THE DEAL (AND IN SOME CASES, THEY’LL GET YOU THROWN OUT OF THE BUILDING).”

STEP ONE: REDEFINE YOUR MEANING OF SALES

This is all about creating that same feeling of passion and excitement that you have for your business, service or product then replicating and attaching this emotional feeling and meaning to 'sales'.

NOTHING HAS MEANING EXCEPT THE MEANING WE GIVE IT.

So if we create a new meaning of what 'sales' means to us we have a better chance of removing barriers that hold us back from having meaningful conversations with potential clients.

I'm sure you're thinking - how can I do this?

First, take a moment to write down...

- What you love about your business/product/service?
- What excites you about your business/product/service?
- Why you are passionate about your business/product/service?
- Why should millions of people know about your business/product/service? And what will it give them?

Second, write down your NEW meaning of sales below... If you need a helping hand, fill in the blanks and tweak. Or if you think you've got this, you can create your own meaning from scratch.

Sales means to me, sharing my amazing {insert product/service here} with as many people as I possibly can so that they can {insert what you raving fans are getting out of your product ie. the outcome of your product/service}

OR

Sales means to me, having meaningful conversations about {insert product/service here} allowing me to share my passion and excitement around {insert what you raving fans are getting out of your product ie. the outcome of your product/service}

Finally, make this your daily mantra... Once you have your new meaning, repeat it to yourself daily until you consciously believe it. Your unconscious mind doesn't know the difference between truth or fiction so it is just your conscious mind that will need to catch up.

STEP TWO: TAP INTO YOU & BRING CURIOSITY

This is all about being Authentically you!

You've connected with WHY you went into business, you've had a think about what is so great about your service or product that makes you want to share it with the world. If you can bring that out in your conversations, in who your being, people will want to listen and talk to you.

Enthusiasm and passion are contagious.

Do you have a sense of curiosity about things that interest you?

What happens when you are curious about something? You want to know more about that thing or that person. So you ask questions.

It's the same thing with sales, we need to bring THAT sense of curiosity to our clients. Have a conversation, ask questions, aim to get an understanding of the clients needs and wants, let the client talk.

If you sell too early, it doesn't matter what your lead gen or lead source is – inbound, outbound, network marketing etc you're client won't be open to buying. Make sure they are listened to and cared about... genuinely!

STEP THREE: ALWAYS TALK ABOUT THE OUTCOME

Too often we talk about the features or the 'what' of a product. We need to focus on the OUTCOME of the product - what will having or using the product (or service) give the customer or client?

This is what we need to focus on when we are talking to our potential customers as that is what will connect them with the urgency to purchase or sign up.

Why is this a great product for them (not what is included)?

What will it give them once they've used it?

How will it solve their problem or fulfil their need?

The what comes AFTER they realise they need your business, your product or your service.