Get MORE Business NOW! How to Sell Without Being Salesy For GroYourBiz



Patti Pokorchak, MBA

Welcome!



Patti Pokorchak, **MBA** Marketing & Sales **Consultant**

Selling is NOT a Spectator Sport AND There is Homework!

Use The Chat Box

What City are You from?



Marketing vs Sales



SALES

- **S** = Service
 - A = Adventure
 - L = Leadership
 - **E** = Entrepreneurial
 - S = Success

Who Loves to Sell? Any Sales Training?



Sales FEAR or FUN?

- On A Scale of 1-10
- 1 = HATE Selling
- 10 = LOVE Selling
- Share in Chat (optional)

Sales FEAR to Sales FUN!

Even If You Love Selling, You Can Always Improve!

Selling is a:

- Mindset
- Skill Set
- Process
- Discipline

FEAR / Mindset

- Comes From Not Knowing
- NO Born Sales People!
- Not Having Any Training!

ONLY Massive Action Cuts Through Fear

Tony Robbins



People Buy

From People that they:

- Know
- Like
- Trust

You are ALWAYS SELLING YOURSELF!

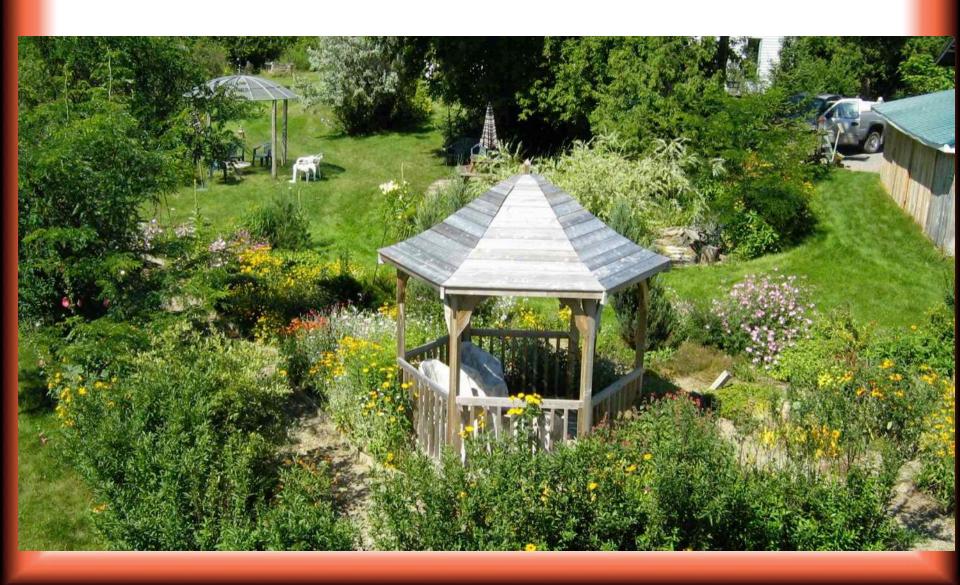
Least Likely
Million \$\$\$
Sales
Success



SageData Solutions 20 employees 7-figure sales



Down to Earth Gardens





"If I can be a farmer, then you can be anything you want to be -As long as you know how to sell & marketing that is!"

Be Curious & Caring



Elevator Pitch (Prospecting)

What you do for whom and what benefit

Ditch the Pitch!

- What Outcomes Do Your Clients Get?
- What Results?
- What Do You Do That No One Else Can Do?

Chat Box

Introduce Yourself by Stating:

What Outcomes and Results Do Your Clients Get By Working With You?

How Some Entrepreneurs See the Sales Process

2. Close the Sale \$\$\$

1. Prospecting

The 7 Sales Steps

- 7. Close the Sale \$\$
- 6. Objections & Negotiations
- 5. Proposals Follow-up
- 4. Proposal
- 3. Face-to-Face Meeting
- 2. Follow-Up (calls/emails)
- 1. Prospecting

People Buy BENEFITS

- Benefit vs Features
- Pain or Pleasure
- Need or Want
- Value
- Results
- Outcomes

People Buy Value

- 10x more expensive
- Incumbent vs Unknown
- One-Off vs Proven Training Course
 \$1,000 vs \$10,000



Be Clear and Confident in the Value You Provide to Others



My Clients' Successes aka My Brag Sheet

- Double Sales to 6-figures
- Made \$20,000 MORE in one contract
- Won 2 contracts as the highest bidder
- \$3,300 the next day! Life Coach

What's On Your Brag Sheet?

What Can You Ask Your
 Clients To Start Your Brag
 Sheet?

Make It Easier For People To Buy From You Selling IS NOT What you DO to people!

Athletes Practice!



What do Entrepreneurs Do?



People buy Your Enthusiasm and Passion For What You Do!



Be Curious & Caring



Fun Conversations With Your Newest BBF



Your #1 Priority

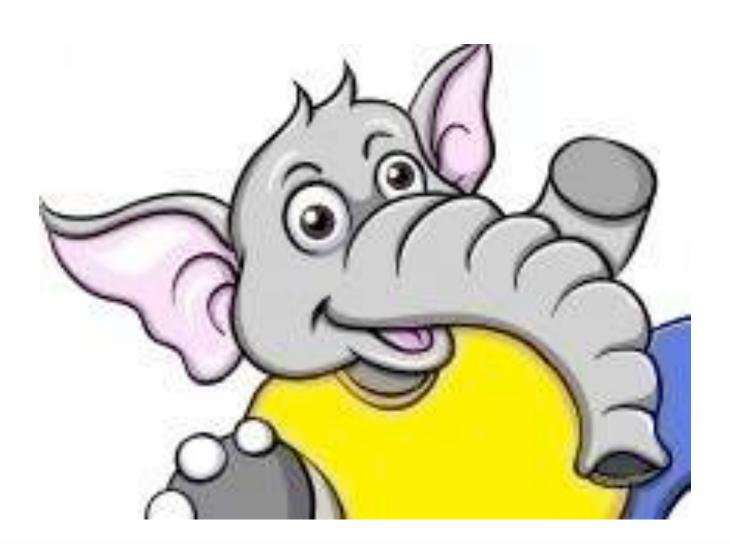
Make people relax and feel comfortable with you



THEY'RE AS AFRAID IF NOT MORE AFRAID THAN YOU ARE!



2 Ears: 1 Mouth



To Close More Business

Ask Better Questions!

Objection Handling: No Time/No Money

- What they REALLY mean = NO Value!
- Ask Why?
- or When?

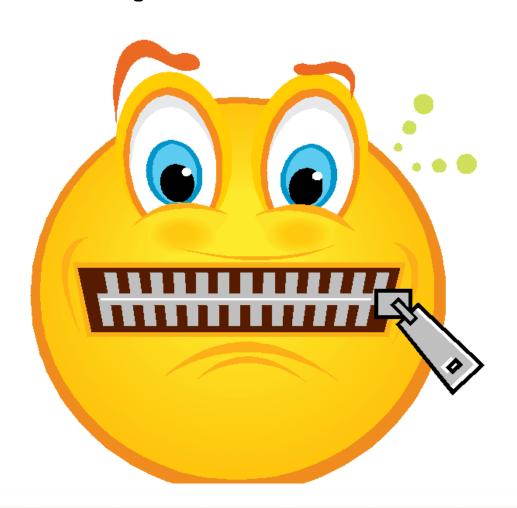
Negotiating

- Go in with your 2nd or 3rd best offer
- Do not give up something without getting something in return
- "Yes I can but it costs more" (scope creep)
- Confused People Do Not Buy

Useful Phrases

- What Else Can You Do For Me?
- Is That Your Best Offer?
- Let Me Think About It And Get Back To You
- I Have To Ask My Boss

ASK for the Order! Then Zip Your Mouth!



ASK for the Order!

- Do You Think I Can Help You?
- Do You Want To Work With Me?
- What Do You Think?
- How Does That Sound?

What does NO mean?

NO = Next Opportunity

NEVER Ever Take It Personally

PAIR UP And Meet In The Next 7 Days To **Practice Your Opening And Questions and Get** Feedback.

Interactive Exercise

- 3 Minutes To Prep Your Answer to: 'Why Should I Pick You?
- 3 Points That Make You Unique
- Unique Traits That are YOU!

Interactive Exercise

- Partner Up
- Answer "Why YOU?"
- Get Feedback Was It Appealing?
- Did They Respond With: "I Want To Hire You"?
- Repeat Trying New Approach
- I Will Call Switch

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Small Biz Sales Coach

I Help You Master Your Message Then
Teach You How To Win More Clients

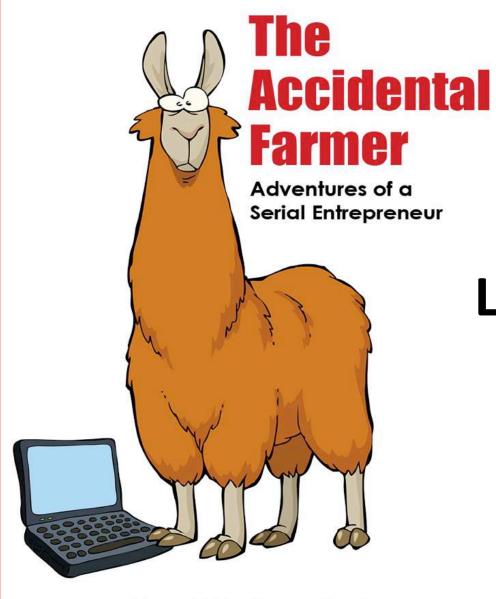
Small Biz Sales Coach

- Coaching --1:1 and Group
- Business Booster Shot Program
- Workshops & Speaking
- SmallBizSalesCoach.ca

The REAL Entrepreneur Show™



http://bit.ly/TREShow



Life & Business
Experiences
Buy On
Amazon

Patti Pokorchak

- Be Clear & Confident in Your Value
- Be Curious & Caring
- Who Can You Serve Today?



Questions?