

Get MORE Business NOW!

**How to Sell
Without Being Salesy**

For GroYourBiz



Small Biz Sales Coach
Make Your Passion Profitable

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

Bell

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 BFF



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 Oppportunity

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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(optional)**

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>

The Accidental Farmer

Adventures of a
Serial Entrepreneur



**Life & Business
Experiences
Buy On
Amazon**

Patti Pokorchak

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



Questions?