

Last week, we talked about the Secret Structure to a Sale.

It was essential to set the scene that desire and discovery are crucial to the first part of any sale.

We talked about selling a bike and the importance of not selling a bike but one that people might have more of an interest in.

We do that by talking about the desire and the result they want by buying that bike.

Figuring out the feelings and desires of any product is indeed challenging.

In this blog, we want to give you some tips so you can maybe, just maybe, learn to stop selling the features of a product and instead sell the benefits.

Okay, now let's get back to your person who wants to buy an electric bike.

Every retailer will tell you, that phrases like "Can I help you?" does anyone's head in.

It's a closed question.

Same with a salesperson out in the field. They will fail if they are not armed with a mindset to be curious or have a list of questions to ask to get the sales moving.

I say that because the structure of a sale follows a specific process.

In this case, is our prospect after a bike? Or are they after a specific cycle?

Our job is to find that out.

It's called discovery.

When I train and hire salespeople, I give them this advice.

"I give you permission to ask a client as many questions as you want to ask to see if they fit your product."

This, however, is often not the case.

Many salespeople try to convince a client how fantastic their product is.

"Let me tell you about this electric bike; it uses rechargeable batteries that can travel up to 25 to 45 km/h, is low cost, energy-efficient, and emission-free."

(blah, blah, blah)…

Wrong.

What is going on here? The salesperson is telling the customer that the electric bike is so *great.*

And it probably is.

The salesperson is trying to argue the client into a sale with too many facts and figures.

He's appealing to his client's sense of reason.

We talked about this in the secrets to selling anything. Sell to the heart *first,* then the head.

So, what's the secret here? Here's how you do it. Ready?

Listen closely…

You tell your client what the bike is going to do for him or her.

Make them a promise.

The Promise.

In our next blog we are going to go more in-depth on the promise.

See you soon, promise.
Mike (Promise) Brunel.

PLUS: WHENEVER YOU'RE READY…

Here are 4 ways I can help you make more sales in your business – whether your business is big or small.1. Want to become a Sales Mindset Blueprint Member. Every month you get access to an exclusive coaching session with me as well as full access to my sales programme. Get the deets here.
Try the new '7 Days to Sales Success' framework.Make more sales in 7 days. The framework of everything you need to get started in making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. Click here to find out how you can grow your business by making more sales.
Join our private Facebook group – The Sales Mindset Inner Circle. Get all the latest up to date

sales ideas.Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here

Work with me one-on-one.If you're a business owner, small or large or in the professional services you might just be a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 15-minute brainstorm call with me by clicking here.

Good Selling

Cheers,

Mike

