

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

It was important to set the scene that it's both, desire and discovery, that is important in 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, the result they want by buying that specific bike.

It's true that figuring out the feelings and desires of any product is hard.

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. If they are not armed with a mindset to be curious or have a list of questions to ask to get the sales moving, they will fail.

The reason I say that is the structure of a sale follows a certain process.

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

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 that you want to ask, to see if they are a fit for your product."

This, however, is often not the case.

What many salespeople try and do is to convince a client how wonderful 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, 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 are ready…here are four ways I can help you grow YOUR business.

1. Join my free Facebook group – *Sales Mindset Inner Circle*

My favourite thing to do is show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? Make an appointment, and let me take you through the past, present, and future template.

3. Work with me one-on-one

If you are wanting to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as $250 a month. If you're interested then email mike@mikebrunel.com and put 'Virtual Selling' in the subject line…tell me a little about your business and I'll get you all the details.

4. Finally, grab my *new* digital book on 'How to get a predictable sales system into your business without coming across as salesy'

Click the link: https://www.salesblueprintbook.com/book

Cheers,
Mike



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.