

Module 18, Lesson 1 Handout:

The Art of Selling

You first lesson in sales: People are not just buying whatever it is you're selling. They aren't buying your ebook or your cookbook or your 30-Day Plan. They're purchasing so much more. They're purchasing a new life for themselves. A feeling of status or prestige. A new beginning. An easier dinner routine. Better health. Stress relief. Pride in their body. Happiness.

In the first column, write down the physical product or service you are selling. In the second column, write down what you are *actually* selling. This is what you want to focus on for your marketing purposes. This is what people really want or what problems they have that need solving.

Your product or service	What you're actually selling

Your second lesson in sales: You have to love whatever you are selling so much, and believe so deeply in it, that you genuinely feel someone's life is worse off if they don't have it. And you have to convey this passion with authenticity.

If you can understand and execute those two things correctly, you will officially become a great salesperson.

Recall the last time someone asked you, "What's your favorite restaurant?" Remember how much passion and enthusiasm you oozed while telling them about it? You want them to go there and enjoy it so badly - just like you did - that you explain how the meal was perfectly cooked and the lighting was romantic and the service was impeccable. THAT was selling, even though it probably didn't feel like selling at the time. That true passion and enthusiasm is the same thing that will sell your products. Let's actually try it here. Pretend a dear friend or family member asks you the following questions, because they are asking for advice from you on where to vacation, where to take their spouse for their birthday, and how they should enjoy this weekend.

What's your favorite date night restaurant and why?

What's your perfect Saturday afternoon like, and why?

Now, let's analyze. If you did this exercise correctly, your friend or family member will soon be booking a trip to that place, making a reservation for that restaurant, and planning out this weekend. Do you think you were convincing and persuasive enough that she will undoubtedly take your advice? Or, were you merely suggesting these things but eh, it's ultimately up to her how to spend her time and where to go?

If you believe you were so passionate in your responses that she 100% is taking your advice, what were the reasons? The words you used? The emotions you expressed? What was the hook that convinced her?

If you think she will still ask others for advice since she may not be convinced, what could you have done differently? Do you actually feel passionate about the places you suggested? Did you express any emotion? Did you tell her a personal story of why those are your favorites? Go back and give it another stab. And if you aren't actually passionate about any of those example questions we posed, try using your own examples.

Understanding how to convey your true passion for anything is what will set you apart from so many others and naturally set you up as a leader, an influencer, and an expert, because people will want to hear what you have to say since they will know it comes from an authentic, deep-rooted place. After all, if they know you are SHARING your genuine thoughts, then it won't feel like they SELLING - to you, or them.

Now let's go through this exercise as if it pertains to your own product or service. How would you answer the following questions if a potential buyer asked you? (if these questions don't pertain to your business, fill in the blank with similar ones that do)

Buyer's Question	Your Answer
Who is your product for / will it work for me?	

<p>I need something that will help me lose weight/sleep better/look my best [insert something that pertains to your business]. Can you help me do that?</p>	
<p>I'm not sure I can afford your product. It feels indulgent to spend this money on me. What do you tell clients like me that are in the same boat?</p>	
<p>I know what I should do, but I can't seem to do it. How will this be different for me?</p>	
<p>What do your customers say they like best about your product?</p>	

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Now, we've mentioned some of this before, but we'll mention it again here because it's *that* important. The reason people choose to buy a product or service is because they have a problem that needs solving. So, here are 3 tips to mastering the art of selling:

- 1. Understand your customer's problems.** Let's go back to the example above where your friend asked you about your perfect date night restaurant. Clearly, she wants some 1-on-1 time to connect with her significant other, and chances are she has a specific ambience in mind. Now, let's assume you have two favorite places in mind. Restaurant A is your favorite place to go out on a "typical" date - low light, corner table, candles, impeccable service, a long meal. Restaurant B is your other favorite date night restaurant, but it's super festive, hot, happening, trendy, loud, see-and-be-seen. Both would be honest answers for your friend since they are genuinely your favorite places, BUT only one actually solves her problems. When you know your friend really is looking for Restaurant A, you'll have much more success "selling" her on it, versus trying to change her mind that actually she should try Restaurant B.
- 2. Understand the value of solving a customer's problems.** Again, this goes back to what it is they really are looking for. In your friend's case, it probably isn't just a yummy meal. Instead, why she really needs a good date night place is she wants to reconnect with her spouse, or give or receive love and appreciation for them, or make a new memory and rekindle what their relationship once was. It's not just about the food, so if you truly give her your Restaurant A suggestion, she has the chance of feeling emotions she is craving once again.
- 3. Make everything personal for your customers.** Nobody wants to feel like they are just another customer. Every chance you get, try to make your sales opportunity truly meaningful for each customer, and make them feel like you "get" them, and your product or service was designed with them in mind. When selling your friend on Restaurant A, let her know of the dessert she would love because of her obsession with lemon, or the table to request that would be exactly what she's looking for. The more people feel like your product or service

not only fits their needs but was literally made for them, the more apt they will be to purchase.

Finally, part of knowing what to share - or sell - is knowing what you would want to hear from a happy customer. If you were to ask a customer for a testimonial after using your product or service, what would you want them to say? What would you hope they gained from you? How would you hope you changed your lives? Knowing what you'd like to hear can help you craft the initial message you should be sharing.

For example, if you hope a client shares that they lost 15 pounds and have kept it off for over a year and they have found a happier way of life, then those should be key points in your sales message. Or if you hope a client shares they repaired their diastasis after working with you and no longer are considering surgery and have reduced back pain, then be sure to include those examples in your marketing. Write a few testimonials of what you *hope* to hear from your clients, and then pull out the talking points that you should include in your messaging.

Testimonials	Key Points to Use
