

**ARE YOU LEAVING  
YOUR SALES TO CHANCE?**

# ARE YOU LEAVING YOUR SALES TO CHANCE?

It seems like an obvious question, but...

If I asked you one of the [seven common questions](#) in business such as:

- "What do you do?"
- "Why should I choose you?"
- "How can you help me?"

How would you answer?

Would you struggle?

.....And if I ask you the **same question this time next week**- would the answer be the same?

Or would it be **different every time**?

If you're in a team would I get **different answers from different people**?

# ARE YOU LEAVING YOUR SALES TO CHANCE?

It's fair to assume that **we understand the importance of consistent branding:**

- **Same logos**
- **Same fonts**
- **Same colours**

But when it comes to sales conversations **we leave it to chance.**

We say what comes to us at the moment, with **no real structure or plan.**

We don't have **consistent messaging.**

This can **damage your chance of making the sale.**

And worse it can **dent your confidence** when it comes to "selling".

**WE UNKNOWINGLY LEAVE OUR SALES  
CONVERSATIONS TO CHANCE**

# ARE YOU LEAVING YOUR SALES TO CHANCE?

You spend so much time, energy and money getting to speak with a potential client, it's a shame to **risk the outcome** and not maximise every conversation to sell.

But this is what's happening.

(and if you've read this far it's resonating with you..)

This is an **opportunity that most businesses miss.**

Think about **how much money you might be leaving on the table.**

**Not because** your offering is poor.

**Not because** your marketing isn't driving leads.

But because you **don't have a structured and considered approach** for how you speak with your prospects.

# ARE YOU LEAVING YOUR SALES TO CHANCE?

**Selling is about good communication** and finding a connection point.

It's about [understanding your buyer](#), understanding their needs and then **communicating how you can help**.

It comes down to being able to answer common questions and having an engaging and [C.L.E.A.R](#) approach.

**It's about confidence**, consistency and having engaging answers to common questions.

**It's time to stop taking risks.**

**It's time to take control.**

**It's time to convert more prospects to clients.**

# ARE YOU LEAVING YOUR SALES TO CHANCE?

So, how do you stop leaving sales conversations to chance?

There are three simple things you can do today, for no cost that should help to provide consistency, confidence and help improve conversion.

**Are you ready...?**

**1. WHAT DO YOU DO?**

# WHAT DO YOU DO?

## What do you do?

The **most commonly asked question in business** and often the most difficult to answer in an efficient and engaging way.

This **simple template** is an invaluable tool that helps you to explain very clearly “what you do”

There are three elements that you need to define first:

1. **<client>** is the description of who you work with.
2. **<end result>** is what you actually do for your client - whether that's save them money, make a website etc.
3. **<method>** is how you do it - the details about your product or service.

# WHAT DO YOU DO?

With the elements defined you can then place them into this template:

**We help <clients> to achieve <end result> by <method>**

That's it.

For us this would be -

***We help business owners to sell more by improving the quality of their communication.***

If you were a tax accountant it might be -

***We help SMEs to minimise their tax bill by maximising their claimable business expenses.***

# WHAT DO YOU DO?

Notice how simple the sentence is and how it flows.

It increases your chance of **making a meaningful connection** with the person asking what you do because we are talking about the things that matter to them first.

There are **9 potential elements you could include** and 7 other templates you can use to answer “what do you do?”.

If you want to find out more we cover this in more detail in the [Clear Sales Message Book](#).

## **2. HOW DO YOU DO IT?**

# HOW DO YOU DO IT?

## How do you do it?

Being able to explain “how” you do what you do can inspire confidence in prospects and lead to conversion.

Unifying “how” you work also gives you and your sales team more confidence in conversation.

Think about your client and what they want, drawing a line from left to right on a piece of paper.

Break down the steps you take to deliver the value that you offer - what needs to take place?

Try to refine this to as few steps as possible - perhaps 3 or 4.

It might look like this:



# HOW DO YOU DO IT?

## How do you do it?

With your simplified process created, you can now give it a name.

The name itself isn't too important, but the fact the process has a name is important ([this is why](#)).

For simplicity you can take the end result the client wants and combine that with words like “method” “process” or “model”.

For us that might be:

- The Conversion Method.
- The Conversion Model.
- The Conversion process.

You now have a name, an image and a simple way to explain how you deliver your value.

**3. WHAT ARE YOU  
“REALLY” SELLING.**

# WHAT ARE YOU “REALLY” SELLING?

## What are you “really” selling?

This is an important thing to understand, it will influence your behaviour and the behaviour of your buyer.

No-one buys what you sell, they buy the end result or the thereafter.

For example, no-one is buying a basement, they are buying SPACE. No-one buys a drill, they buy holes, no-one buys a plane seat, they buy a holiday...

If you talk about SPACE instead of basements you will find that your conversation is more engaging and flows more naturally. ([Find out why here.](#))

Focus on the end result and the context that is driving your buyer to ensure you are focussed on what your client is “really” buying...

Use this as your main focus in conversations.

**DEFINE THESE THREE ELEMENTS AND  
USE THEM IN YOUR CONVERSATIONS**

**EMAIL US AND LET US KNOW YOUR RESULTS:**

**[CHANCE@CLEARSALESMESSAGE.COM](mailto:CHANCE@CLEARSALESMESSAGE.COM)**

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**WANT US TO HELP YOU MAXIMISE  
EVERY CONVERSATION?**

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**SALES EMAILS  
BEING IGNORED?**

**IS YOUR NETWORKING  
NOT-WORKING?**



**CLEAR  
SALES  
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SALES  
MESSAGE**