

**CLEAR  
SALES  
MESSAGE**

**THANK YOU**

# **THREE FACTORS TO INCREASE REFERRALS**

**1. WHAT DO YOU DO?**

**2. WHY SHOULD  
ANYONE CARE?**

# **3. YOUR TARGET CLIENT**

**THINK ABOUT THE PEOPLE  
IN YOUR CHAPTER...**

**THINK ABOUT THE PEOPLE  
IN THIS ROOM...**



**IF YOU CAN'T ANSWER FOR  
OTHER PEOPLE...**

**THEY CAN'T ANSWER FOR YOU**

# BURDEN OF PROOF



**IT'S UP TO US AS SELLERS TO  
PROVIDE CLIENTS WITH ALL  
THE INFORMATION,  
OPPORTUNITY AND EASE TO  
BUY FROM US.**

**THE CASE FOR WHY A CLIENT  
SHOULD BUY ALWAYS FALLS  
TO US**

**CLEAR  
SALES  
MESSAGE**

**SALES IS ABOUT GOOD  
COMMUNICATION AND  
FINDING A CONNECTION**



**WHO AM I?**

**CLEAR  
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MESSAGE**

Client Focussed

Logical

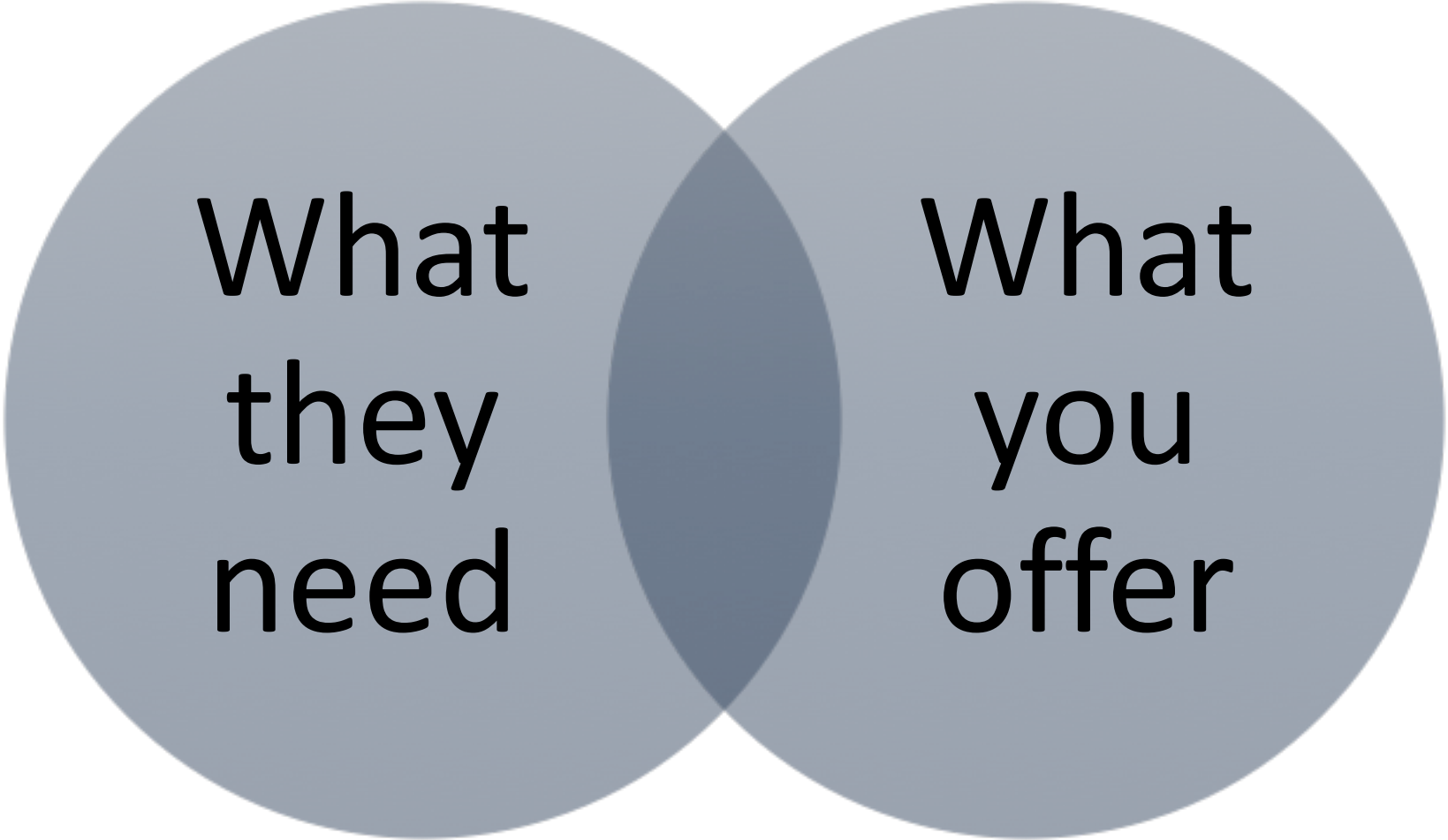
Engaging

Accurate

Results Driven

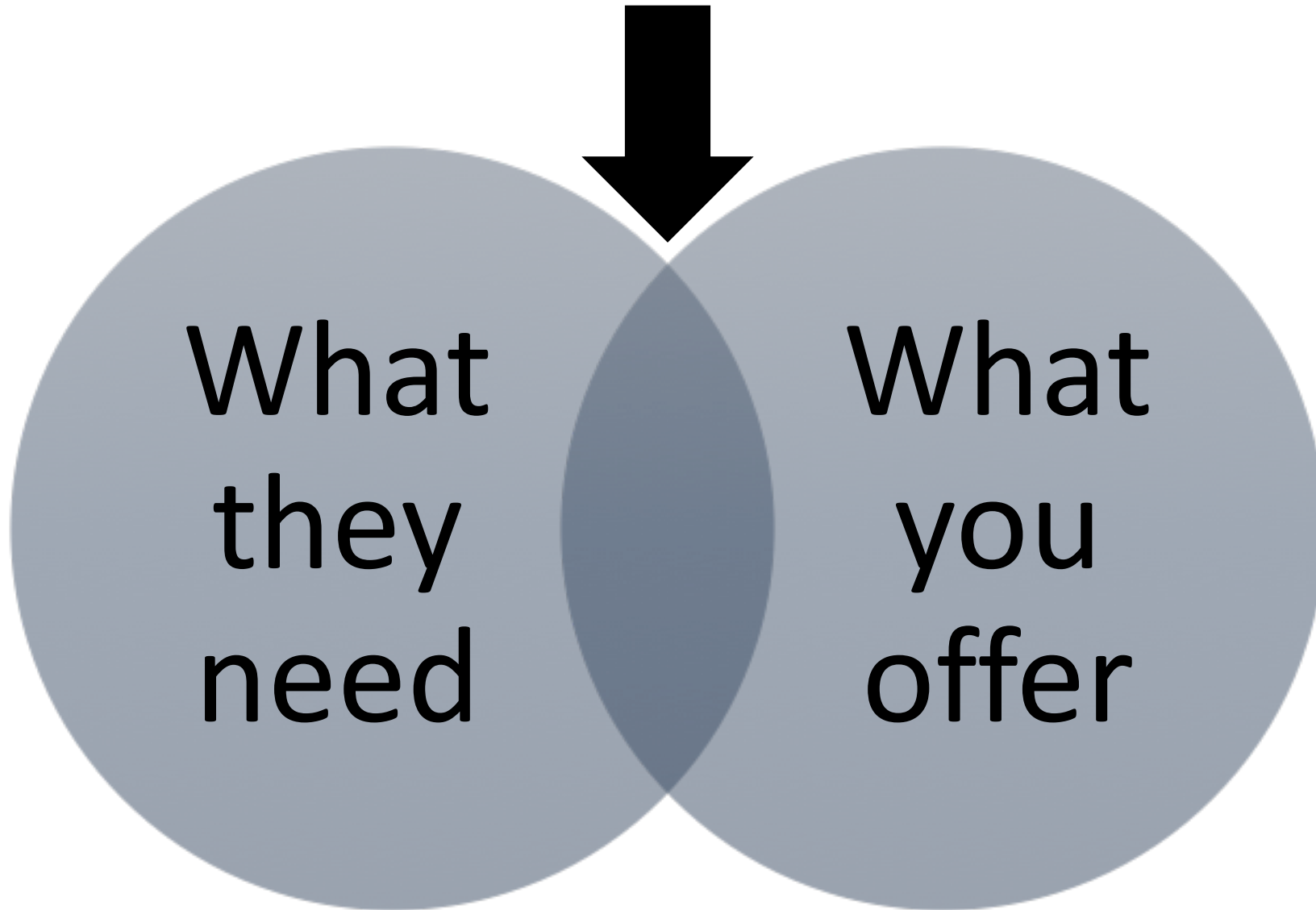






What  
they  
need

What  
you  
offer



What  
they  
need

What  
you  
offer

# BRAND vs. CLEAR SALES MESSAGE



- CATCHES ATTENTION
- INTRODUCES WHO YOU ARE
- MAY EXPLAIN WHAT YOU DO
- ALWAYS VISUAL
- SOMETIMES SUPERFICIAL



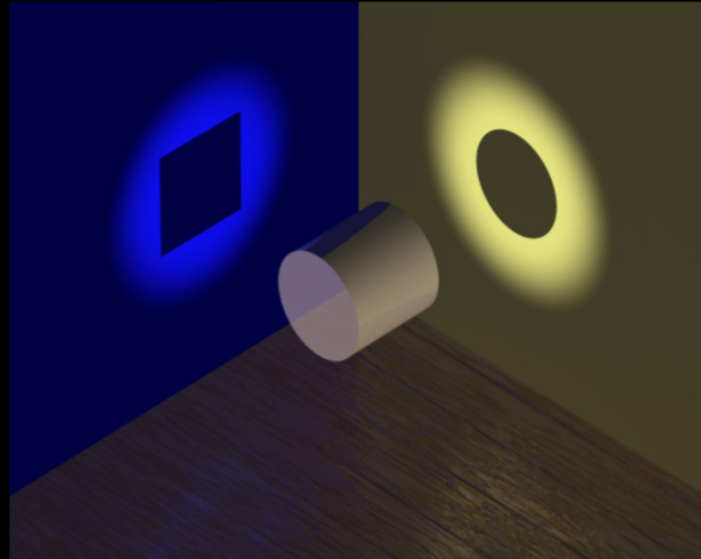
- CONVERTS ATTENTION
- EXPLAINS HOW YOU DO IT
- EXPLAINS WHY YOU DO IT
- ALWAYS TEXTUAL
- ALWAYS CONTEXTUAL

CLEAR  
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MESSAGE



**UNDERSTAND YOUR BUYER**

# THE FALSE CONSENSUS EFFECT

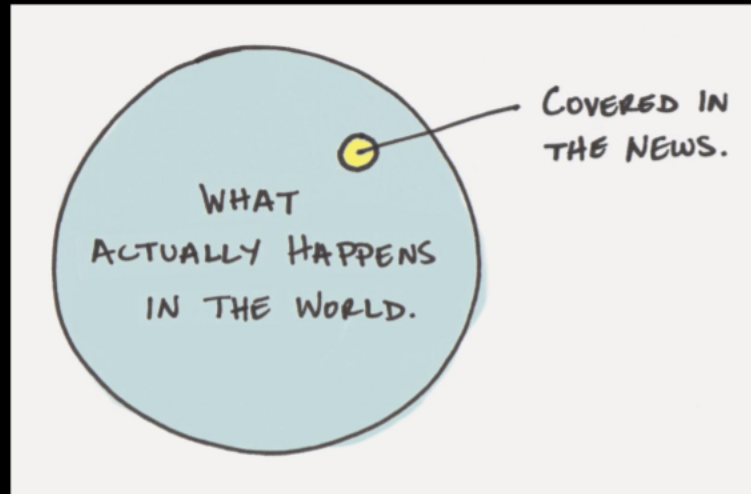


THE BELIEF THAT OTHERS SEE  
THE WORLD THE SAME WAY  
THAT YOU DO.

AKA: ASSUMPTION.

YOU NEED TO ADOPT THE  
CLIENT'S PERSPECTIVE TO  
SUCCEED.

# WYSIWYG

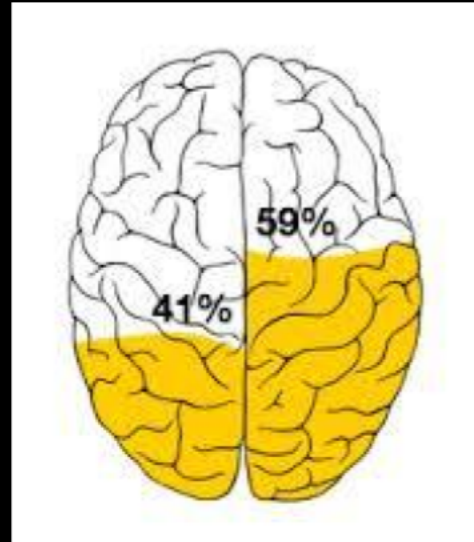


RELYING UPON IMMEDIATE  
EXAMPLES AND INFORMATION  
TO MAKE A DECISION.

AKA: WHAT YOU SEE IS WHAT  
YOU GET. (WYSIWYG)

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# COGNITIVE LOAD



THERE ARE ONLY A FINITE  
NUMBER OF THINGS WE CAN  
PAY ATTENTION TO OR  
REMEMBER IN SHORT TERM  
MEMORY.

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# OVERCHOICE

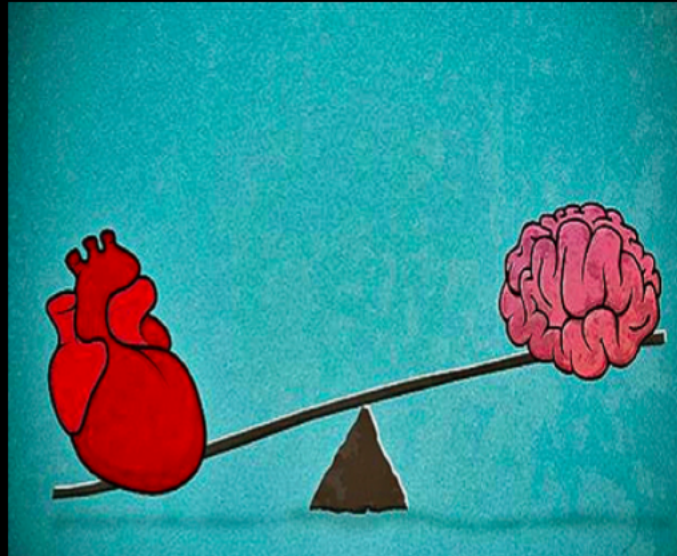


PRESENTING TOO MANY  
OPTIONS CAN LEAD TO  
CONFUSION, UNHAPPINESS  
AND LOST SALES.

LESS CHOICE = MORE SALES.

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SALES  
MESSAGE

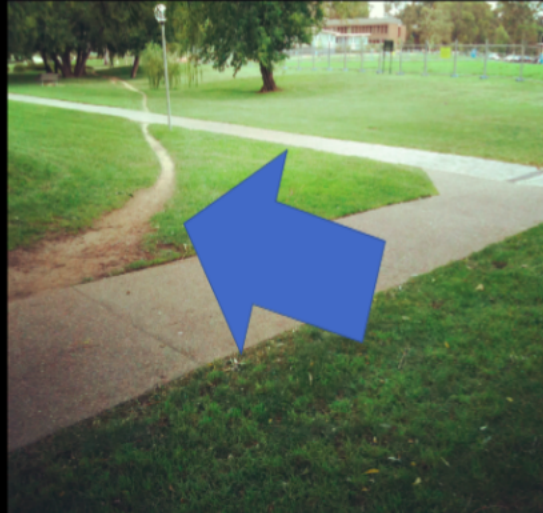
# EMOTIONS TRUMP LOGIC



MAKING AN EMOTIONAL  
CONNECTION WITH YOUR  
CLIENT AND ENGAGING THEM  
WILL DO MORE THAN SIMPLY  
PRESENTING THE FACTS.

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MESSAGE

# PATH OF LEAST RESISTANCE

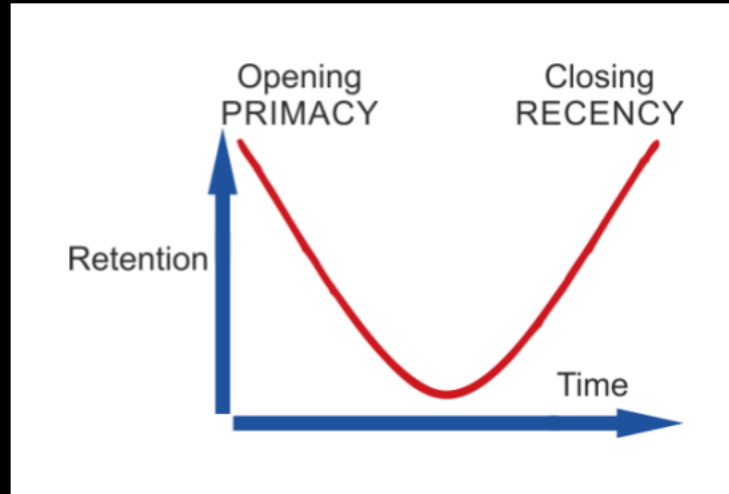


THE EASIER YOU ARE TO DEAL  
WITH, THE EASIER IT IS TO BUY  
FROM YOU.

CLIENTS ALWAYS SEEK THE  
EASIEST WAY TO SOLVE THEIR  
NEEDS.

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# THE RECENCY EFFECT



PEOPLE TEND TO RECALL THE  
LAST THINGS THEY SAW OR  
READ AS THEY ARE STILL IN  
MEMORY.

PUT THE MOST IMPORTANT  
THINGS AT THE END IF YOU  
WANT THEM TO BE  
REMEMBERED.

CLEAR  
SALES  
MESSAGE

# THE CHINESE WHISPER EFFECT



THE QUALITY AND CONTENT OF YOUR SALES MESSAGE WILL CHANGE AS IT'S RELAYED FROM PERSON TO PERSON.

THIS IS WHY TAGLINES, RHYMING AND OTHER "TECHNIQUES" ARE USEFUL- THEY HELP TO RELAY THE SAME MESSAGE EVERY TIME WHICH IS CRUCIAL.

CLEAR  
SALES  
MESSAGE

**GOOD CAUSE EFFECT**



UNEXPECTED GOOD CAUSES AND "EVIL" DEEDS ARE PERCEIVED AS MORE ETHICAL.

WE ARE MORE LIKELY TO BUY FROM THE ONE WHO IS BEING LOANED.

SLIDE SHOTS PRESENTATION

**THE LAW OF INACTION**

**CAUTION! INACTION!**

IT'S EASY TO FORGET THE IMPACT OF INACTION.

IT'S EASY TO FORGET THE IMPACT OF INACTION.

SLIDE SHOTS PRESENTATION


**THE REPETITION EFFECT**

REPETITION IS THE METHOD OF CHOICE.

REPETITION IS THE METHOD OF CHOICE.

SLIDE SHOTS PRESENTATION

**EMOTIONS TRUMP LOGIC**




EMOTIONS TRUMP LOGIC.

EMOTIONS TRUMP LOGIC.

SLIDE SHOTS PRESENTATION

**THE HUMOUR EFFECT**



EMOTIONAL CONNECTIONS ARE MORE LIKELY TO BE REMEMBERED.

EMOTIONAL CONNECTIONS ARE MORE LIKELY TO BE REMEMBERED.

SLIDE SHOTS PRESENTATION

**THE BIZARRENESS EFFECT**



"BIZARRE" THINGS ARE REMEMBERED BETTER.

"BIZARRE" THINGS ARE REMEMBERED BETTER.

SLIDE SHOTS PRESENTATION

# UNDERSTAND YOUR BUYER:

## 44 PSYCHOLOGICAL FACTORS YOU NEED TO KNOW ABOUT.

**FREE DOWNLOAD**

**THE HONESTY EFFECT**



PEOPLE PERCEIVE HONESTY AS MORE ATTRACTIVE.

PEOPLE PERCEIVE HONESTY AS MORE ATTRACTIVE.

SLIDE SHOTS PRESENTATION

**PERSPECTIVE IS EVERYTHING**



THINGS MAY NOT BE AS THEY APPEAR.

THINGS MAY NOT BE AS THEY APPEAR.

SLIDE SHOTS PRESENTATION

**THE BECAUSE EFFECT**

WHEN YOU EXPLAIN SOMETHING WITH "BECAUSE" YOU ARE MORE LIKELY TO BE COMPLIANT.

WHEN YOU EXPLAIN SOMETHING WITH "BECAUSE" YOU ARE MORE LIKELY TO BE COMPLIANT.

SLIDE SHOTS PRESENTATION

**VON RESTORFF EFFECT**

THIS IS A VERY IMPORTANT EFFECT.

THIS IS A VERY IMPORTANT EFFECT.

SLIDE SHOTS PRESENTATION



# **THREE FACTORS TO INCREASE REFERRALS**



**1. WHAT DO YOU DO?**

**“IF THEY DON’T UNDERSTAND  
IT THEY CAN’T BUY IT.”**

# THE SEVEN QUESTIONS

1. WHAT DO YOU DO?
2. WHY SHOULD I CARE?
3. WHY SHOULD I CHOOSE YOU?
4. HOW MUCH DOES IT COST?
5. HOW WILL I KNOW I NEED YOU?
6. HOW WILL I REMEMBER YOU?
7. HOW WILL I DESCRIBE YOU TO OTHERS?



**“WHAT DO YOU DO?”**

**“I’M A SALES CONSULTANT”**

**“WHAT DO YOU DO?”**

**“WHAT ARE YOU?”**

**FIRST IMPRESSION  
ONLY CHANCE**



**COSTING YOU MONEY**

**A SIMPLE TEMPLATE**

**WE/I HELP CLIENT TO ACHIEVE  
BENEFIT BY METHOD**

**CLIENT**

**SPECIFIC AS POSSIBLE**

**BENEFIT**

**WHAT'S THE END RESULT?**

# METHOD



**“HOW” YOU DO IT**

**“WHAT DO YOU DO?”**

**“I’M A SALES CONSULTANT”**

**“I HELP BUSINESSES  
TO INCREASE THEIR SALES  
THROUGH CLEARER SALES  
COMMUNICATION”**

**2. WHY SHOULD  
ANYONE CARE?**

**“IF THEY DON'T CARE  
THEY WON'T BUY.”**

**AIRLINE ADVERTS**

MEETING THE LOCALS HAS NEVER  
BEEN MORE MEMORABLE.

SINGAPORE AIRLINES



A great way to fly

THERE'S NOTHING  
LIKE AUSTRALIA



EXPLORE BEAUTIFUL PEBBLY BEACH AT [AUSTRALIA.COM](http://AUSTRALIA.COM)



**SELL THE DESTINATION  
NOT THE JOURNEY.**

**WHAT'S THE "DESTINATION"  
IN YOUR BUSINESS?**

**THIS IS WHY SALES  
MESSAGING IS SO CRUCIAL**

# **3. YOUR TARGET CLIENT**

**“TO HIT YOUR TARGET, YOU  
NEED TO FIND THE TRIGGER.”**

**IDEAL CLIENT**

**TRIGGER**

**WHAT CAUSES YOUR  
CLIENT TO ACT?**



# 1. DATE / TIME

**31<sup>ST</sup> JANUARY**

## **2. AN “EVENT”**

# CREATING A WEBSITE

# **3. A FEELING**

**LOW CONFIDENCE**

# **4. ABUNDANCE / LACK**

**LACK OF SALES**



**TO RECAP:**

**“IF THEY DON'T UNDERSTAND  
IT THEY CAN'T BUY IT.”**

**WE/I HELP CLIENT TO ACHIEVE  
BENEFIT BY METHOD**

**“I HELP BUSINESSES  
TO INCREASE THEIR SALES  
THROUGH CLEARER SALES  
COMMUNICATION”**



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**SELL THE DESTINATION  
NOT THE JOURNEY.**





**FIND THE TRIGGER POINT**

**WHAT CAUSES YOUR  
CLIENT TO ACT?**

**DATE/TIME**

**AN "EVENT"**

**A FEELING**

**ABUNDANCE/LACK**



**THANK YOU**

**QUESTIONS?**

**CLEAR  
SALES  
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