

CLEAR SALES MESSAGE

THANK YOU

- **INTRODUCTIONS**
- **WHO AM I?**
- **WHAT IS SALES MESSAGING?**
- **YOUR IDEAL CLIENT**
- **UNDERSTAND YOUR BUYER**
- **HOW TO BE MEMORABLE**
- **Q+A**

200+ SLIDES

INTRODUCTIONS

LISTEN AND TAKE NOTES

**WHAT DO YOU WANT
FROM TODAY?**

INTRODUCTIONS AGAIN

INTRODUCE YOUR NEIGHBOUR

DIFFICULT?

**YOUR SUCCESS RELIES ON
OTHER'S UNDERSTANDING OF
YOUR OFFERING**

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

“WHAT DO YOU DO?”

“I’M A SALES CONSULTANT”

“WHAT DO YOU DO?”

“WHAT ARE YOU?”

SIMPLE TEMPLATE

I HELP <CLIENT> TO ACHIEVE
<BENEFIT> BY <METHOD>

FOR ME IT WOULD BE..

**I HELP SMES TO INCREASE
THEIR SALES WITH CLEARER
SALES COMMUNICATION.**

“I’M A SALES CONSULTANT”

5 MINS

I HELP <CLIENT> TO ACHIEVE
<BENEFIT> BY <METHOD>

INTRODUCTIONS

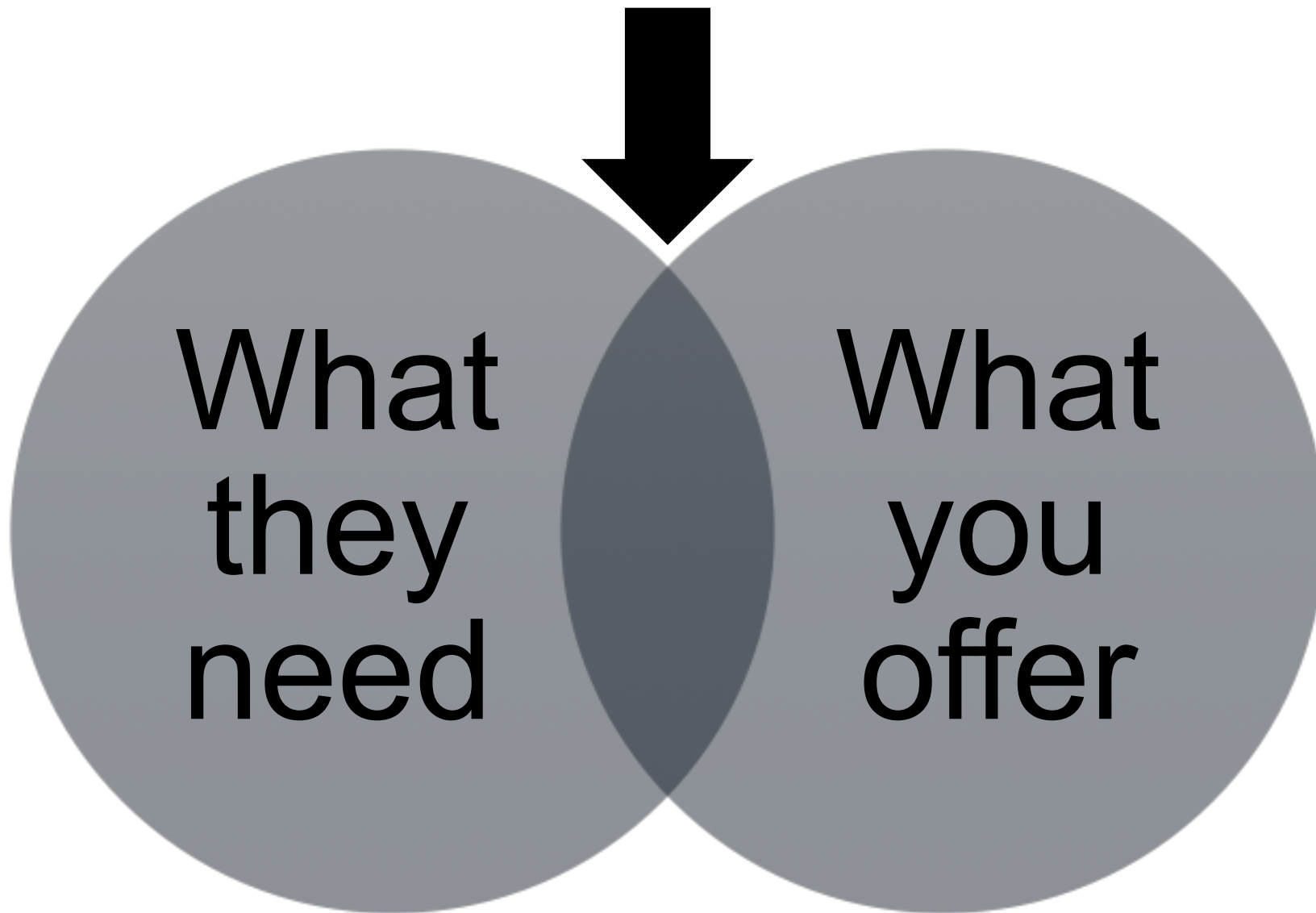
I HELP <CLIENT> TO ACHIEVE
<BENEFIT> BY <METHOD>

NOTICE THE DIFFERENCE?

1. HOW TO INTRODUCE BRIEFLY WITHOUT BEING GENERIC

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

**NOT TECHNIQUES AND
TRICKERY**



BURDEN OF PROOF

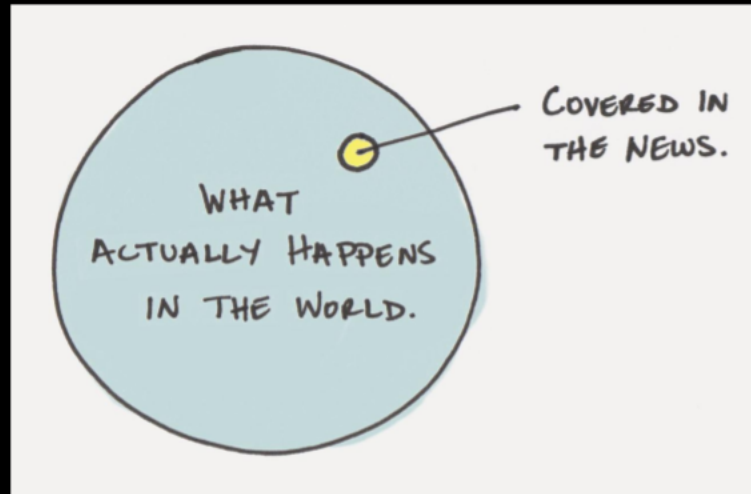


**IT'S UP TO US AS SELLERS TO
PROVIDE CLIENTS WITH ALL
THE INFORMATION,
OPPORTUNITY AND EASE TO
BUY FROM US.**

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

**CLEAR
SALES
MESSAGE**

WYSIWYG



RELYING UPON IMMEDIATE
EXAMPLES AND INFORMATION
TO MAKE A DECISION.

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

CLEAR
SALES
MESSAGE

**ASSUMPTION IS THE MOTHER
OF ALL...**

LOST SALES

2. HOW TO SELL WITHOUT BEING “SALESY”

“I’M NOT A SALES PERSON”

WHY DO YOU FEEL “SALESY”?

3 REASONS YOU DON'T LIKE SELLING

**1. YOU DON'T IDENTIFY WITH
THE IMAGE**



Did you mean: **salesman**



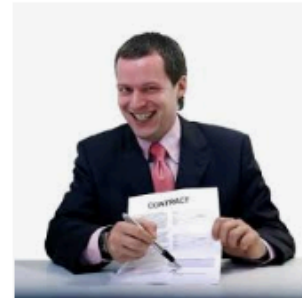
24 Suit Hacks That Will Make Any ...
salesman.org



The best salesman ever? - Biznology
biznology.com



Salesman Royalty Free Ve...
vectorstock.com



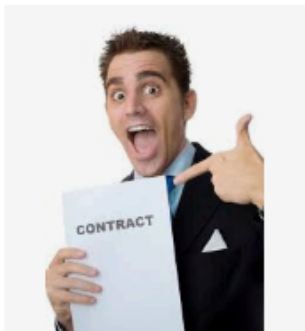
Bob The Salesman: A Par...
jeffshore.com



salesman - Digital Leadership Associates
social-experts.net



Salesman Vectors, Photos ...
freepik.com



Salesman job offer - Mailbow



How to be an Effective Fenc...



Salesman Free Zone - Just Bl...



Sleazy Salesman Pointing Stoc...



salesman | Hastings Works



Job Search, Upload your Resume, Find ...

**2. YOU NATURALLY PUT
YOURSELF FIRST.**

**IF WE TOOK
A GROUP PICTURE..**

**YOUR BUYERS DON'T CARE
ABOUT YOU... YET.**

**YOUR BUYERS CARE ABOUT
THEIR NEEDS.**

**WHEN THEY KNOW YOU CAN
HELP, THEN THEY CARE.**

I HELP <CLIENT> TO ACHIEVE
<BENEFIT> BY <METHOD>

MOST OF US SAY THINGS LIKE:

I DO <METHOD>

I AM <PROFESSION>

**YOUR BUYERS CARE ABOUT
THEIR NEEDS.**

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

**“SELL THE DESTINATION.
NOT THE JOURNEY.”**

3. YOU FEAR REJECTION

**WOULD YOU LIKE A CUP OF
COFFEE?**

**WOULD YOU LIKE TO BUY A
CUP OF COFFEE?**

**SELLING IS A CONVERSATION
WITH MONEY AT THE END.**

WE TAKE IT PERSONALLY

**YOUR BUYERS CARE ABOUT
THEIR NEEDS.**

REJECTION =

**YOUR OFFERING CAN'T MEET
THEIR NEEDS.**

REJECTION \neq

THEY DON'T LIKE YOU

REJECTION \neq

YOU CAN'T SELL

REJECTION \neq

YOUR OFFERING IS TERRIBLE

WE HEAR POOR ADVICE..

“JUST DO XXX FOLLOW UPS”

SCARCITY MINDSET

**“DO WHATEVER YOU NEED TO
GET THE SALE”**

**“WHAT’S BEST FOR YOUR
CLIENT IS BEST FOR
EVERYONE”**

IF YOU LIE. YOU LOSE.

“PUSH FOR THE SALE”

**DON'T PUSH YOUR BUYERS,
YOU MIGHT PUSH THEM AWAY.**

**“DON'T CHASE THEM.
REPLACE THEM.”**



**PUT YOUR EFFORT INTO
FINDING MORE PROSPECTS**

**WHEN YOU HAVE MORE
OPTIONS, THERE'S LESS
PRESSURE**

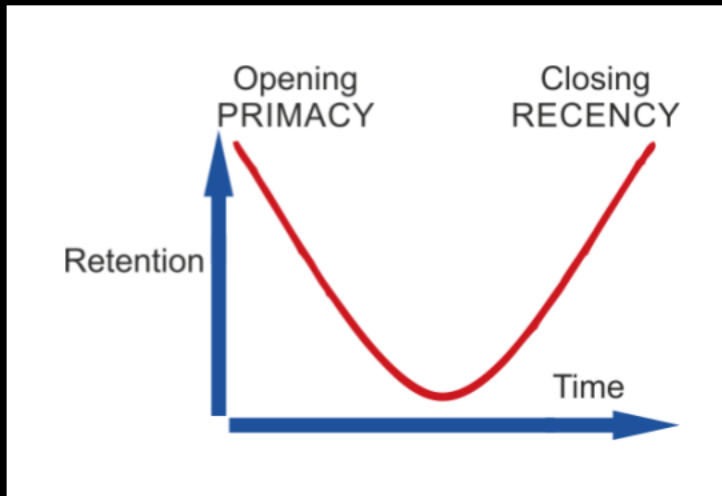
PRESSURE REPELS BUYERS

WHY COVER THIS FIRST?

**YOUR BUYERS CARE ABOUT
THEIR NEEDS.**

**MY AUDIENCE CARE ABOUT
THEIR NEEDS.**

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

WHY SO MANY SLIDES?

HUMAN ATTENTION SPAN?

8 SECONDS

GOLDFISH?

9 SECONDS

POSITIVE FEEDBACK LOOP



A POSITIVE FEEDBACK LOOP IS
CREATED WHEN YOU
“REWARD” BEHAVIOUR. THE
REWARD DOESN'T HAVE TO
EXIST EVERY TIME FOR IT TO
WORK.

THIS IS WHY WE GAMBLE -
THERE'S A CHANCE OF
WINNING THAT DRIVES US TO
ACT AND OUTWEIGHS THE
TIMES WE DON'T WIN.

CLEAR
SALES
MESSAGE

FOMO



FEAR OF MISSING OUT, OR
“FOMO” IS THE FEAR THAT
OTHERS AROUND US HAVE
ACCESS TO INFORMATION AND
RESOURCES THAT WE DON’T

IT’S THE REASON YOU CHECK
SOCIAL MEDIA 100 TIMES A
DAY EVEN THOUGH NOT MUCH
HAPPENS.

CLEAR
SALES
MESSAGE

**AVERAGE READING
AGE IN THE UK?**

9 YEARS OF AGE

AVERAGE

FEWER WORDS + LESS COMPLEXITY

**I ONLY WANT TO TEACH YOU
ONE THING:**

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

**NOT TECHNIQUES AND
TRICKERY**

WHY ONLY ONE THING?

COGNITIVE LOAD



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

CLEAR
SALES
MESSAGE

PATH OF LEAST RESISTANCE

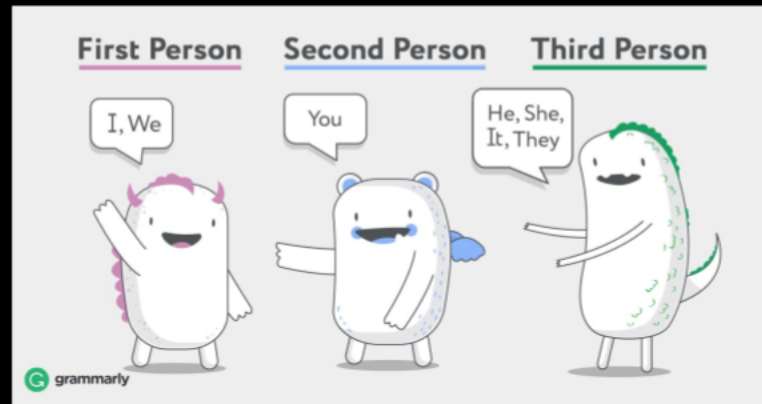


THE EASIER YOU ARE TO DEAL
WITH, THE EASIER IT IS TO BUY
FROM YOU.

CLIENTS ALWAYS SEEK THE
EASIEST WAY TO SOLVE THEIR
NEEDS.

**WHY DOES HE KEEP ASKING
QUESTIONS ON HIS SLIDES?**

FIRST PERSON QUESTIONS



POSING QUESTIONS IN THE FIRST PERSON INCREASES ENGAGEMENT AND CLICK THROUGH.

YOUR CLIENTS WILL NATURALLY ENGAGE WITH COPY WHICH IS CRAFTED FROM THEIR POINT OF VIEW

CLEAR
SALES
MESSAGE

CONFIDENCE. CERTAINTY. EXPERTISE.



IN THE SALE PROCESS, YOUR
POTENTIAL CLIENTS ARE
LOOKING FOR THESE THREE
FACTORS IN YOU, TO ENCOURAGE
THEM TO MAKE THE PURCHASE.

IT'S IMPORTANT YOU ARE SEEN
AS THE LEADER IN THE
CONVERSATION.

CLEAR
SALES
MESSAGE

**CONFIDENCE IS ONE OF THE
BIGGEST ISSUES IN SELLING**

CLARITY IS ALSO AN ISSUE

CLARITY + CONFIDENCE = CONVERSION

**MOST PEOPLE LACK CLARITY
AND CONFIDENCE WHEN
SELLING**

WHO AM I?

**NOTICE MY INTRO IS NOT AT
THE START OF THE
PRESENTATION..**

DAIMLER 12 YEARS

£600,000,000

NEVER MISSED A TARGET

NO IDEA HOW

**“YOU SHOULD TEACH PEOPLE
HOW TO SELL”**



**YOU SHOULD BE
“THE MESSAGE GUY”**

CLEAR SALES MESSAGE

WHAT IS “CLEAR”?

CCLIENT FOCUSSED
LLOGICAL
EENGAGING
AACCURATE
RRESULTS DRIVEN



AN ACROSTIC

A MEMORY SYSTEM

THE RESULT?

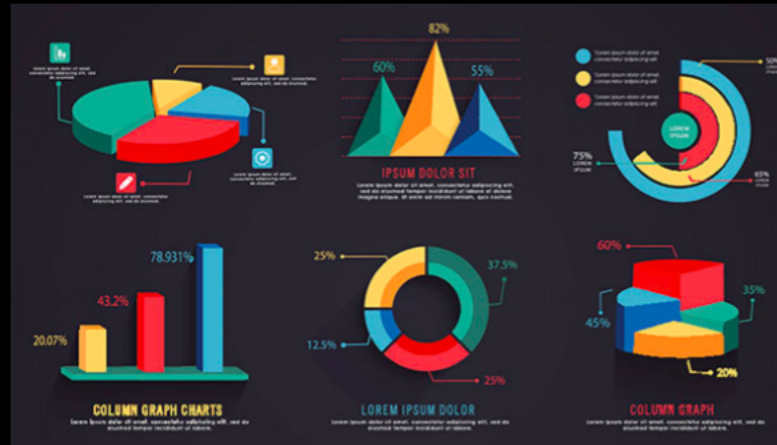
CLARITY & CONFIDENCE

CLARITY + CONFIDENCE = CONVERSION

SAME THING IN SAME ORDER

**ONLY 54% OF BUSINESSES
HAVE AN OPTIMISED VALUE
PROPOSITION**

FACTS AND FIGURES EFFECT



100% OF CONSUMERS
BELIEVE 93% OF FACTS AND
FIGURES - WHICH PROVE THEY
HAVE AN INFLUENCE ON
BUYER BEHAVIOUR.

CLEAR
SALES
MESSAGE

WHAT IS SALES MESSAGING?

VALUE PROPOSITION

WHAT DO YOU DO?

WHY SHOULD ANYONE CARE?

WHY SHOULD I CHOOSE YOU?

IS IT BRANDING?

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
SALES
MESSAGE

BRANDING

SEIZES ATTENTION

SALES MESSAGING

CONVERTS ATTENTION

**WHAT QUESTIONS ARE YOUR
CLIENTS ASKING?**

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 QUESTIONS CAN'T YOU
ANSWER?**

5 MINS

**WHAT QUESTIONS CAN'T YOU
ANSWER?**

HOW TO DEAL WITH THEM?

PREPARE FOR THEM

PREVENT THEM

THE THREE PRINCIPLES

1. FOCUS ON THE CLIENT.
2. FOCUS ON THE BENEFIT.
3. FOCUS ON SIMPLICITY.

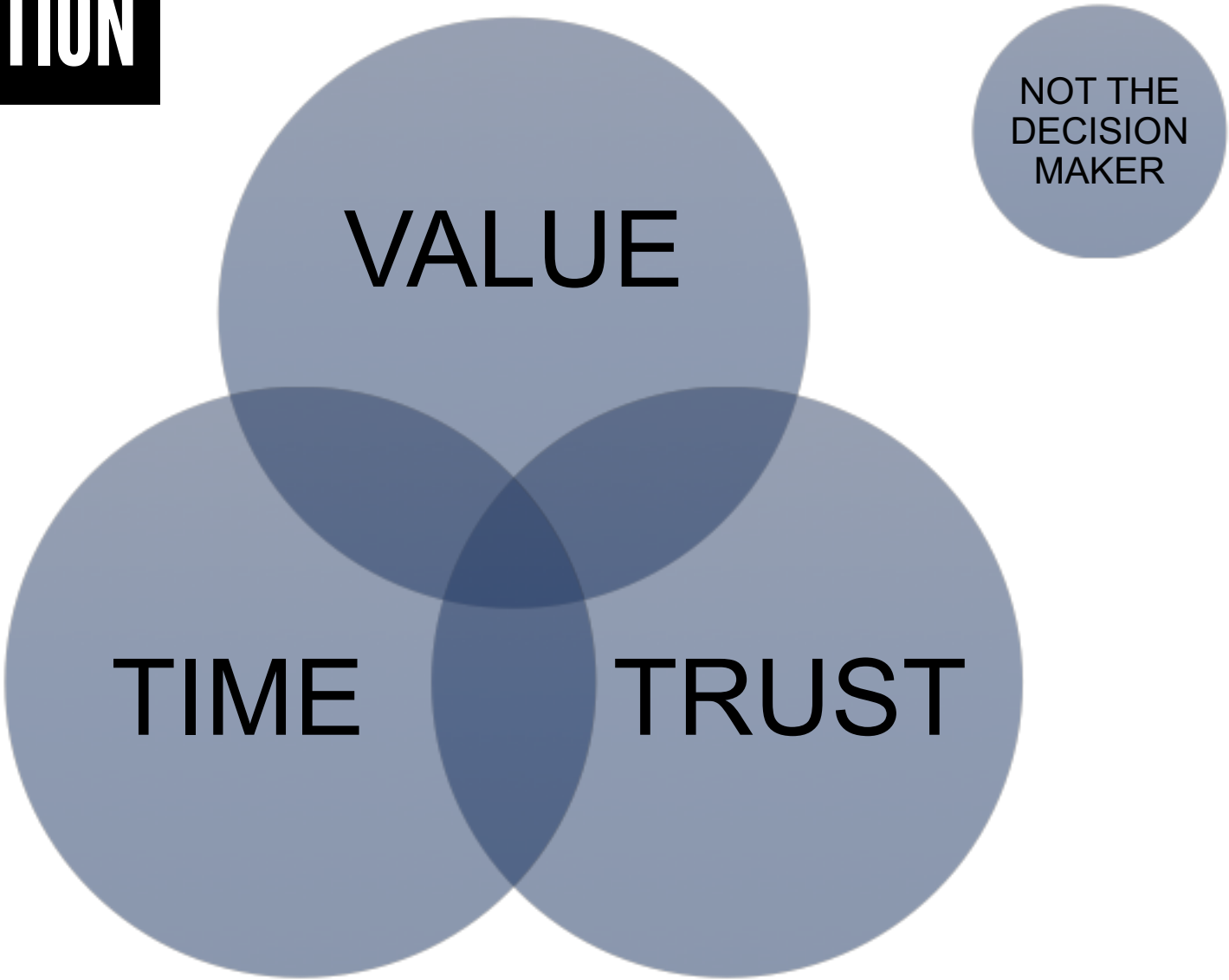


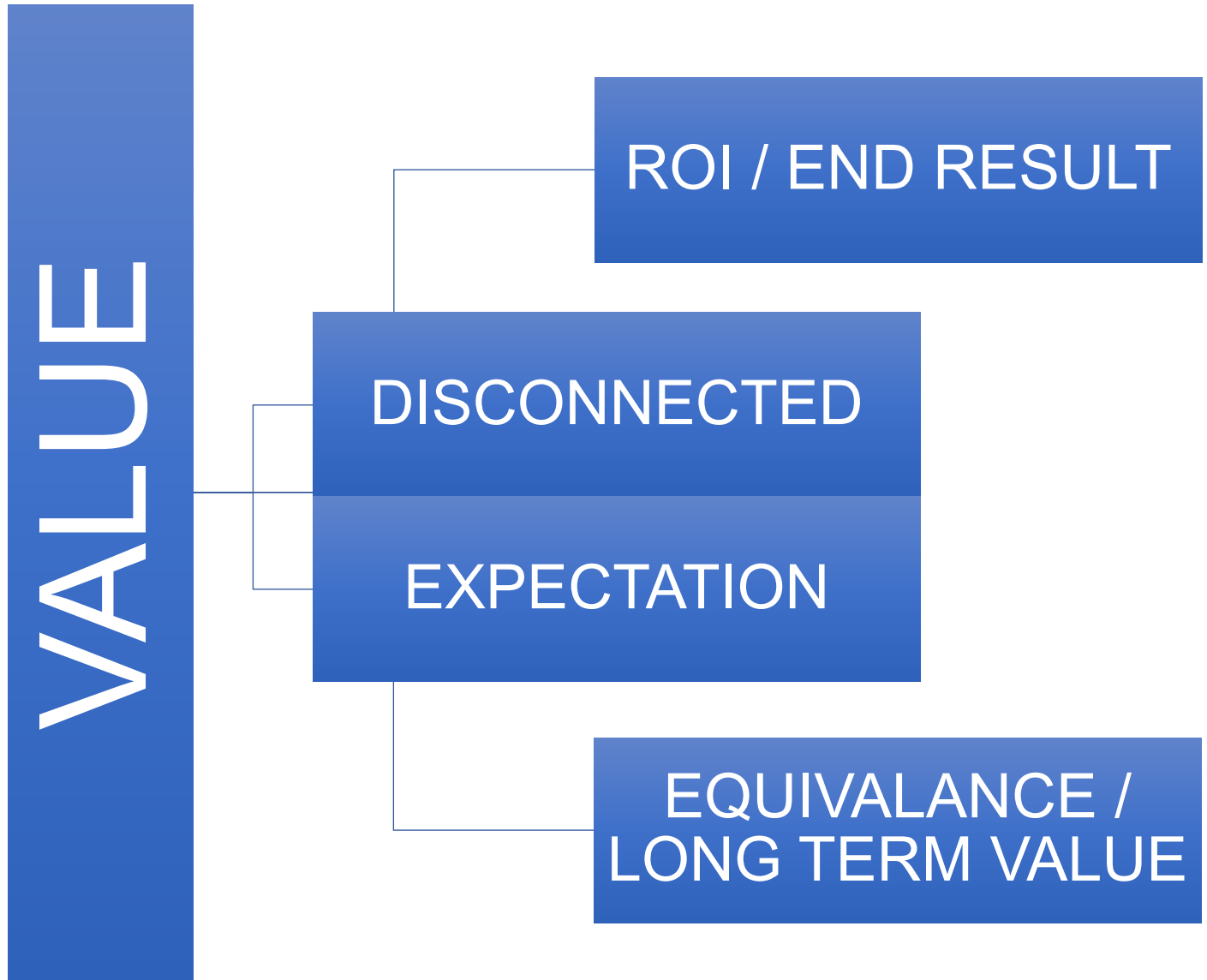
OBJECTION PREVENTION

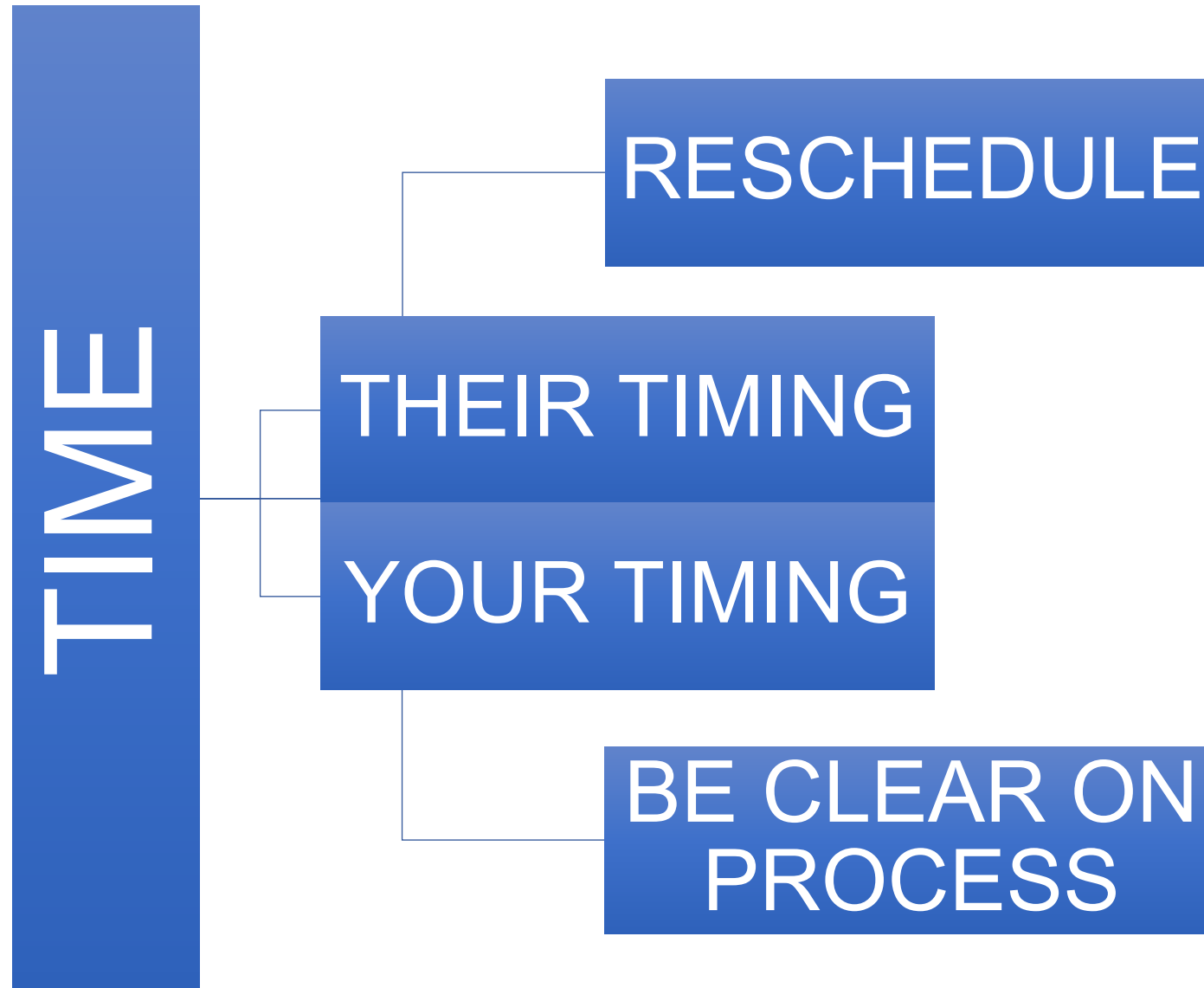
WHY DO PEOPLE OBJECT?

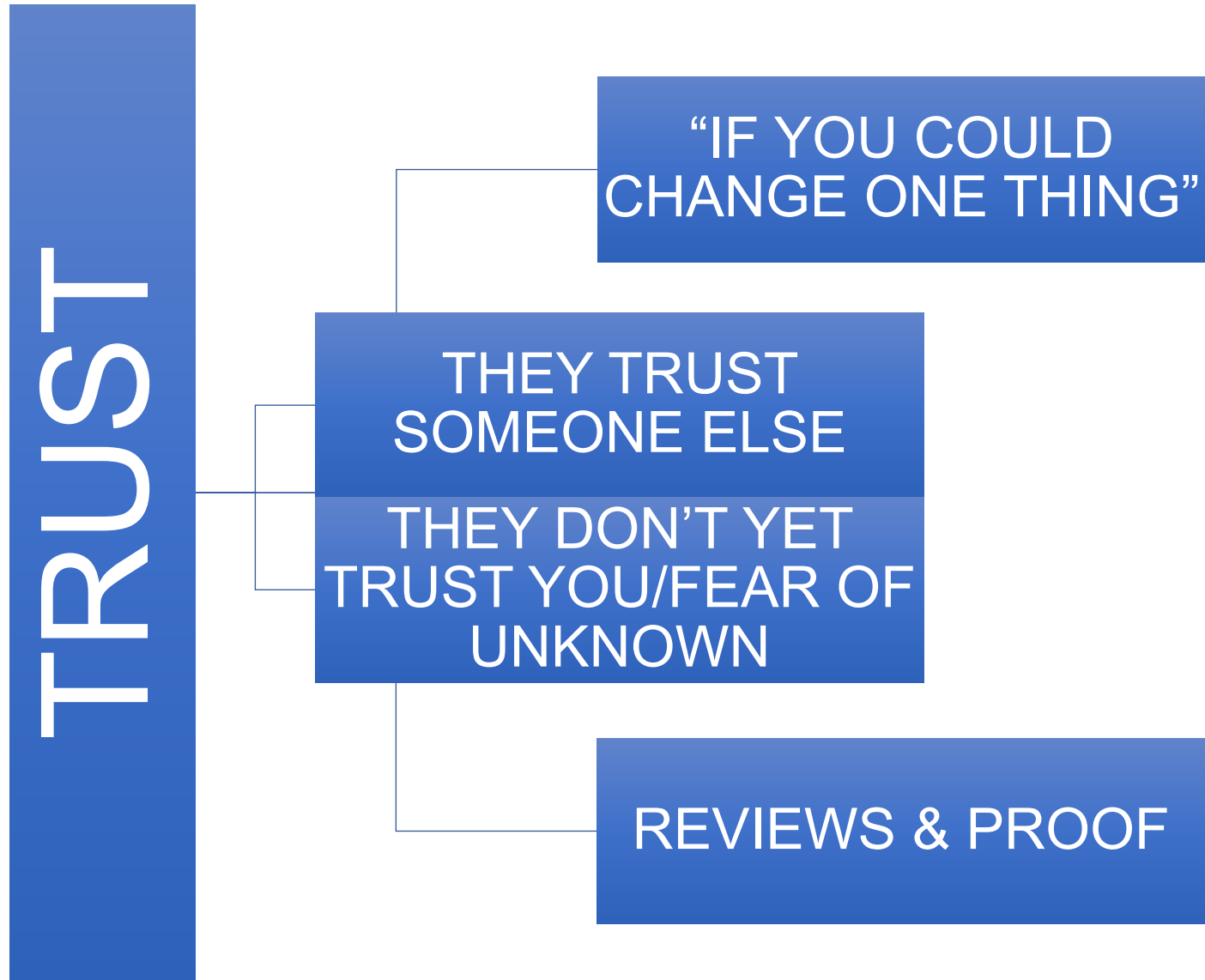
THE BUYER EQUATION

CLEAR
SALES
MESSAGE



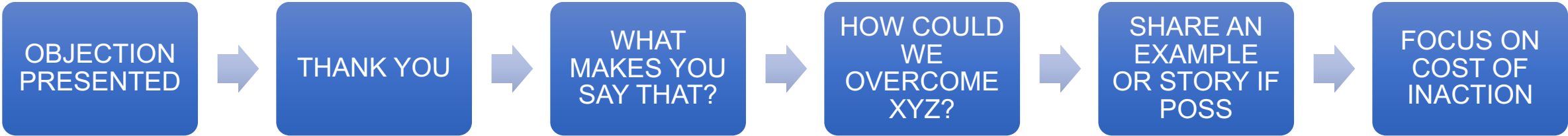






HOW TO HANDLE OBJECTIONS

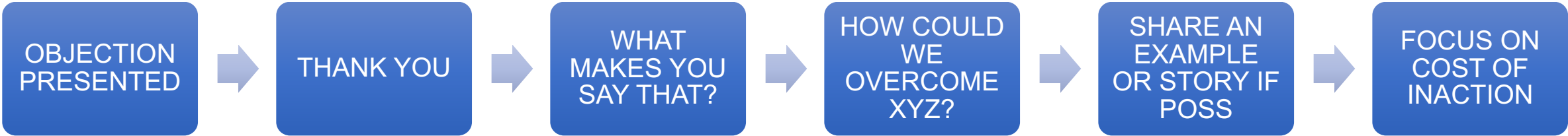
CLEAR
SALES
MESSAGE



“YOU’RE TOO EXPENSIVE”

HOW TO HANDLE OBJECTIONS

CLEAR
SALES
MESSAGE



KEY PHRASES:

“HOW DOES THAT SOUND?”

“ARE YOU OK WITH THAT?”

WHO IS YOUR IDEAL CLIENT?

WHO HAS AN AVATAR?

WE KNOW WHO WE NEED...

WHEN DO YOU NEED THEM?

TRIGGER POINTS

1. A DATE

31ST JANUARY

2. AN EVENT

DEATH/MARRIAGE

3. AN EMOTION/FEELING

CONFIDENCE

4. ABUNDANCE/LACK

TOO FEW SALES

AVATARS ARE GREAT

**MESSAGING MUST BE
UNDERSTOOD BY ANYONE**

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

UNDERSTAND YOUR BUYER

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

**IF YOU DON'T UNDERSTAND
THEM. YOU CAN'T SELL IT.**

138 ELEMENTS

HUMAN ATTENTION SPAN?

8 SECONDS

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?
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BURDEN OF PROOF

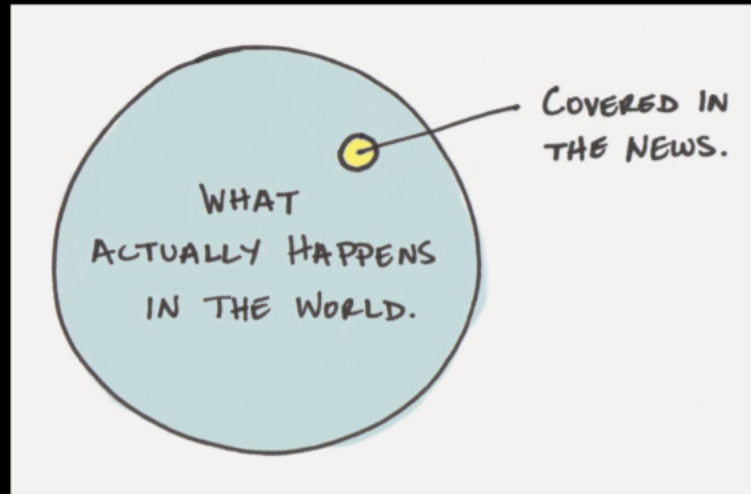


**IT'S UP TO US AS SELLERS TO
PROVIDE CLIENTS WITH ALL
THE INFORMATION,
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**THE CASE FOR WHY A CLIENT
SHOULD BUY ALWAYS FALLS
TO US**

**CLEAR
SALES
MESSAGE**

WYSIWYG

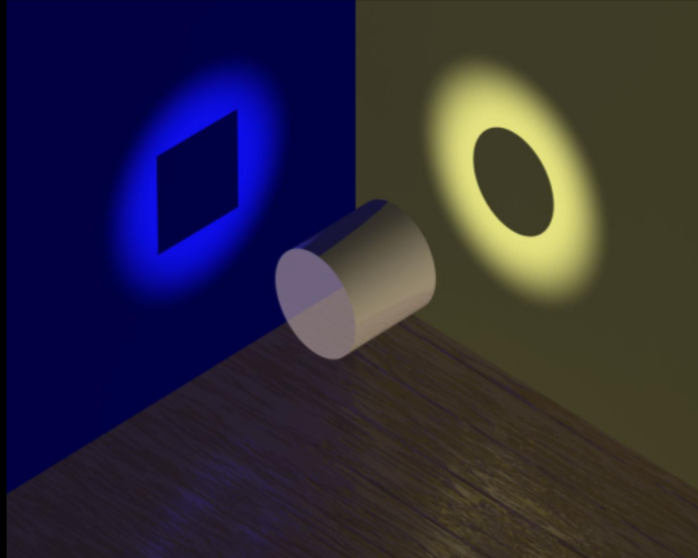


RELYING UPON IMMEDIATE
EXAMPLES AND INFORMATION
TO MAKE A DECISION.

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

CLEAR
SALES
MESSAGE

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.

CLEAR
SALES
MESSAGE

CONFIRMATION BIAS



THE TENDENCY TO ONLY
NOTICE INFORMATION THAT
CONFIRMS YOUR EXISTING
BELIEFS.

AKA: ASSUMPTION.

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

CLEAR
SALES
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.

THE BIZARRENESS EFFECT

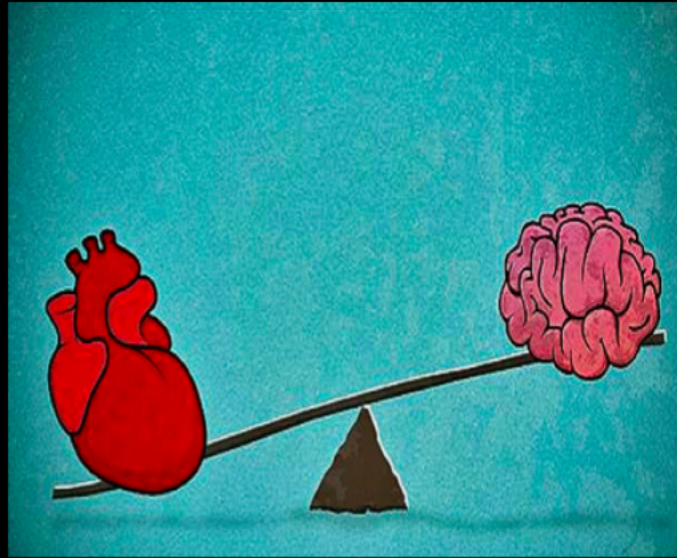


“BIZARRE” THINGS ARE MORE
MEMORABLE AS THEY DON’T
BLEND IN.

WANT TO BE REMEMBERED?
BE “BIZARRE”

CLEAR
SALES
MESSAGE

EMOTIONS TRUMP LOGIC



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

CLEAR
SALES
MESSAGE

ZERO RISK BIAS



CLIENTS PREFER THE
COMPLETE ELIMINATION OF
RISK.

THE LESS RISK, THE MORE
CHANCE OF MAKING THE SALE.

CLEAR
SALES
MESSAGE

SOCIAL PROOF



SOCIAL PROOF IS THE ACT OF USING THE REVIEWS AND COMMENTS OF OTHER CLIENTS TO REASSURE POTENTIAL NEW CLIENTS THAT YOURS IS A “SAFE” PURCHASE.

WE ARE MORE LIKELY TO BUY IF WE KNOW OTHERS BUY AND HAVE NOT HAD ANY ISSUES.

CLEAR
SALES
MESSAGE

Recommendations

Ask for a recommendation



Received (127)

Given (18)



Matthew French

Property Developer -
Founder of Church LLP.
Creating high quality &
unique residential spaces
across North & East London

January 22, 2019, Matthew was
a client of James'

James has an amazing strategic mind with the instinctive ability to get to the heart of any business. James is great at articulating his understanding of your business through 'Clear' and insightful use of copy.

THE EMPATHY EFFECT



IF WE BELIEVE THAT SOMEONE
UNDERSTANDS OUR WORLD,
OUR NEEDS AND OUR POINT OF
VIEW THEN WE ARE MORE
LIKELY TO CONNECT WITH
THEM.

SHOW YOUR BUYERS THAT YOU
UNDERSTAND THEIR NEEDS
AND PROBLEMS AND YOU WILL
ENDEAR YOURSELF TO THEM.

CLEAR
SALES
MESSAGE

THE LAW OF PAST EXPERIENCE



BUYERS OFTEN SHAPE THEIR
DECISIONS ON PAST
EXPERIENCES, OPINIONS AND
EVENTS.

HARNESSING POSITIVE AND
RESOLVING NEGATIVE PAST
EXPERIENCES CAN BE A
“HIDDEN FACTOR” TO MAKING
THE SALE.

CLEAR
SALES
MESSAGE

THE DEAL EFFECT



WHEN WE ARE OFFERED
“DEALS” WE ARE MORE LIKELY
TO BUY.

THIS IS BECAUSE THE
“THINKING” ELEMENT OF THE
PURCHASE HAS BEEN
REDUCED AS WELL AS THE
POTENTIAL FOR SAVING SOME
MONEY- A WIN/WIN

CLEAR
SALES
MESSAGE

ANCHORING



THE FIRST PIECE OF
INFORMATION WE SEE
CREATES A REFERENCE POINT
FOR US. AN “ANCHOR”.

BEING AWARE OF THE FIRST
PIECES OF INFORMATION YOU
PROVIDE CAN HELP YOU
MANAGE CLIENT
EXPECTATIONS.

CLEAR
SALES
MESSAGE

HOW TO BE MORE MEMORABLE

**BEING FORGETTABLE IS
EXPENSIVE**

THE BIZARRENESS EFFECT



“BIZARRE” THINGS ARE MORE
MEMORABLE AS THEY DON’T
BLEND IN.

WANT TO BE REMEMBERED?
BE “BIZARRE”

CLEAR
SALES
MESSAGE

THE SIMPLEST WAY?

A TAGLINE

HUMAN ATTENTION SPAN

8 SECONDS

THE REPETITION EFFECT

Repetition is the mother of all learning.
Repetition is the mother of all learning.
Repetition is the mother of all learning.
Repetition is the mother of all learning.
Repetition is the mother of all learning.
Repetition is the mother of all learning.

REPETITION IS THE MOTHER OF
LEARNING.

IF YOU WANT SOMEONE TO
UNDERSTAND YOUR OFFERING
AND PROCEED TO BUY, YOU
NEED TO REPEAT WHY THEY
SHOULD CARE ABOUT YOUR
PRODUCT / SERVICE.

CLEAR
SALES
MESSAGE

SEIZE ATTENTION

EXPLAIN YOUR OFFERING

ENGAGE

**“YOU KNOW WHAT YOU SELL. I
KNOW HOW TO SELL IT.”**

**“FOR A LIFE AS SIMPLE AS
A,B,C... THINK DEE”**

**“TAKE YOUR PROPERTY TO
ANOTHER LEVEL.”**

**“MAKE THE EXPERIENCE
DYNAMITE”**

WHO HAS A TAGLINE?

**WHO KNOWS HOW
TO CREATE ONE?**



4 TEMPLATES

DEDICATED TO HELPING

<CLIENT> ACHIEVE

<BENEFIT>

**DEDICATED TO
HELPING SMES SELL MORE**

NOT VERBATIM

DEDICATED TO HELPING

<CLIENT> ACHIEVE

<BENEFIT>

CHANGE THE WAY YOU XYZ

CHANGE THE WAY YOU SELL

CHANGE THE WAY YOU XYZ

WE DON'T JUST ABC. WE XYZ.

WE DON'T JUST HELP YOU SELL.

WE GIVE YOU CONFIDENCE.

WE DON'T JUST ABC. WE XYZ.

MORE THAN JUST XYZ

**MORE THAN JUST CATCHY
TAGLINES**

MORE THAN JUST XYZ

5 MINS

1. DEDICATED TO HELPING <CLIENT> ACHIEVE <BENEFIT>
2. CHANGE THE WAY YOU XYZ
3. WE DON'T JUST ABC. WE XYZ
4. MORE THAN JUST XYZ

Q&A

THANK YOU