CLEAR
SALES
MESSAGE

USING MESSAGING TO SCALE

WE'RE LEAVING OUR SALES CONVERSATIONS TO CHANCE...

1. WE DON'T REALISE.

WE UNDERSTAND BRANDING
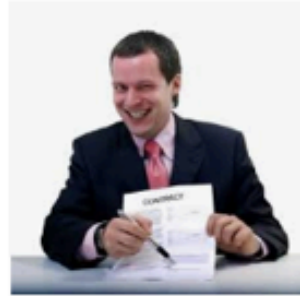
2. WE DON'T LIKE SELLING

WHY?

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

The best salesman ever? - Biznology
biznology.com

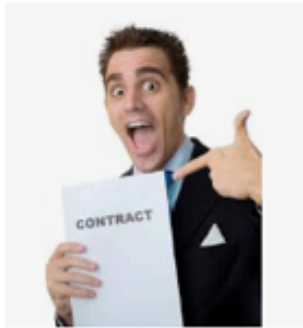Salesman Royalty Free Ve...
vectorstock.com

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 ...

WHAT'S THE COST?

WHAT'S YOUR AVERAGE TRANSACTION SIZE?

ARE YOU LOSING 1 DEAL A DAY/WEEK/MONTH?

...OR MORE?

THE MATHS ARE SCARY

WHAT HAPPENS WHEN WE CHANCE IT?

WE HAVE LESS CONFIDENCE

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.
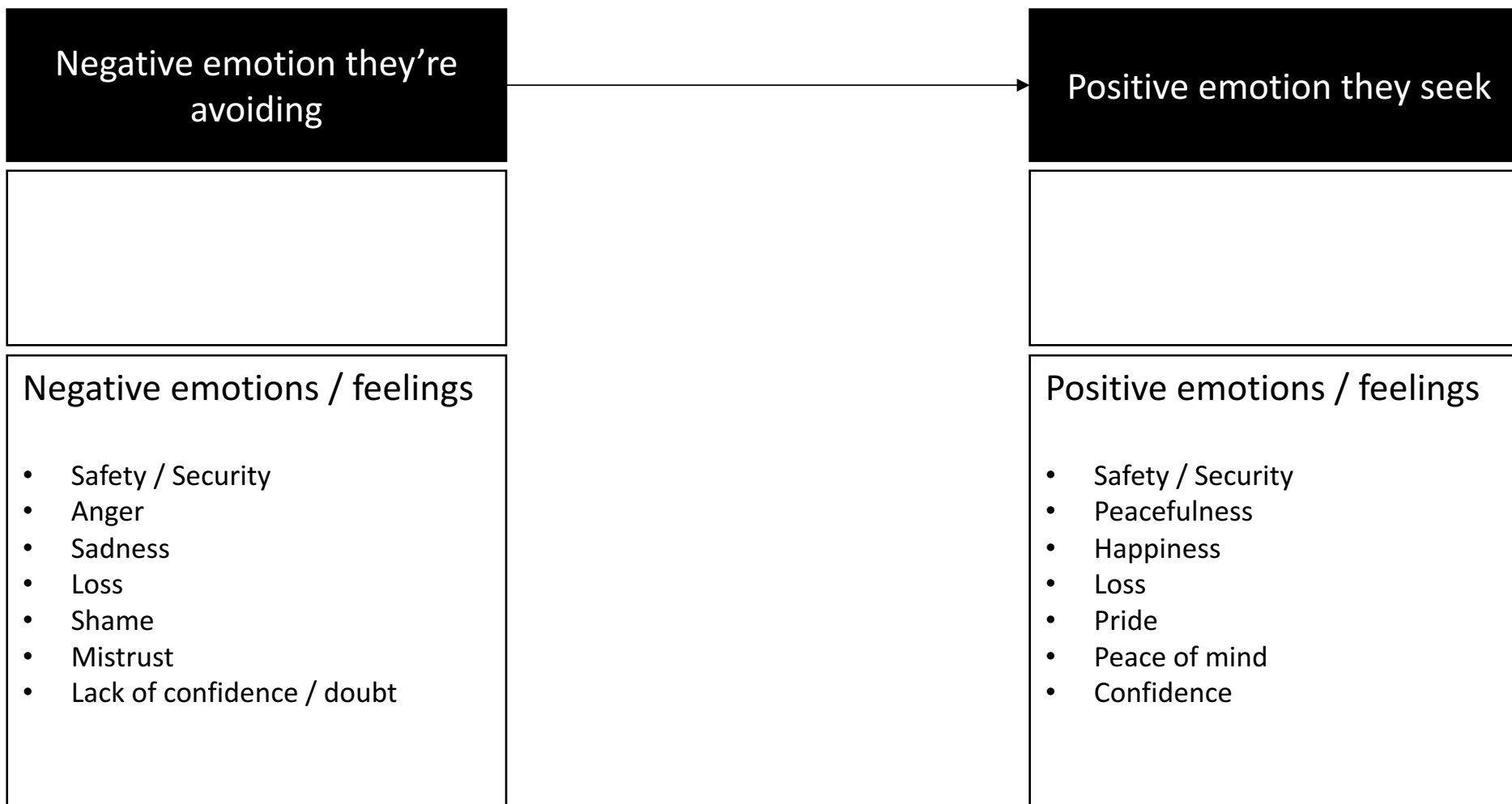
CLEAR
SALES
MESSAGE

HOW DO WE PREPARE?

STANDARDISE YOUR MESSAGE

EMOTION

Negative emotion they're avoiding → **Positive emotion they seek**

Negative emotions / feelings

- Safety / Security
- Anger
- Sadness
- Loss
- Shame
- Mistrust
- Lack of confidence / doubt

Positive emotions / feelings

- Safety / Security
- Peacefulness
- Happiness
- Loss
- Pride
- Peace of mind
- Confidence

SELLING CONFIDENCE™

TAKE 5 MINS...

SELLING CONFIDENCE™

| Negative emotion they're avoiding | → | Positive emotion they seek |

Negative emotions / feelings

- Safety / Security
- Anger
- Sadness
- Loss
- Shame
- Mistrust
- Lack of confidence / doubt

Positive emotions / feelings

- Safety / Security
- Peacefulness
- Happiness
- Loss
- Pride
- Peace of mind
- Confidence

CALL TO ACTION

1. DON'T LEAVE YOUR <XYZ> TO CHANCE.

2. TAKE CONTROL OF YOUR <XYZ>

WHAT DO YOU DO?

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

FOR ME IT WOULD BE..

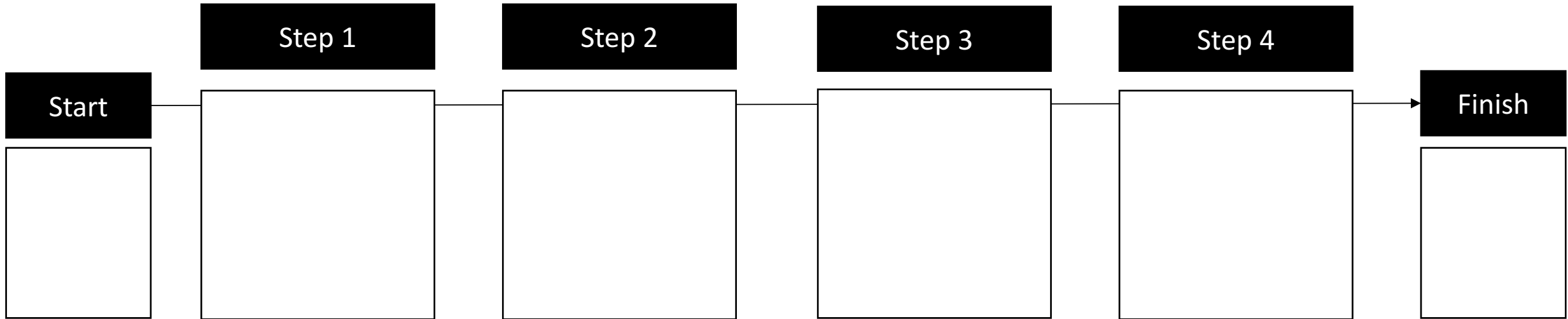I HELP SMES TO INCREASE THEIR SALES WITH CLEARER SALES COMMUNICATION.

STANDARDISE YOUR PROCESS

WHAT ARE THE STEPS?

WHERE DO THEY START?
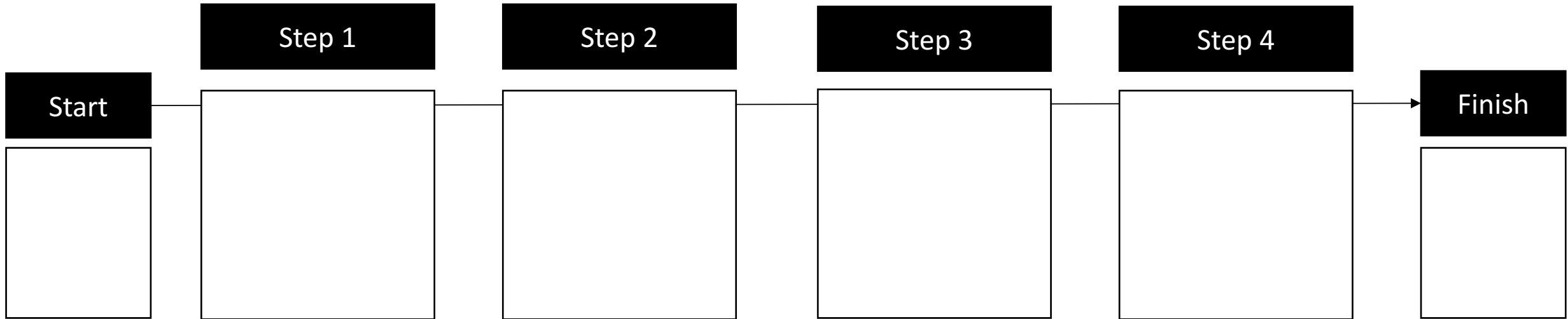
WHERE DO THEY WANT TO BE?

CREATE A VISUAL

CLEAR
SALES
MESSAGE

Start	Step 1	Step 2	Step 3	Step 4	Finish

CLEAR SALES MESSAGE

Start	Step 1	Step 2	Step 3	Step 4	Finish
No presentation	Decide theme / goal	Create outline	Create content	Edit & Refine	Presentation

TAKE 5 MINS...

CLEAR
SALES
MESSAGE

Start	Step 1	Step 2	Step 3	Step 4	Finish

CLEAR SALES MESSAGE

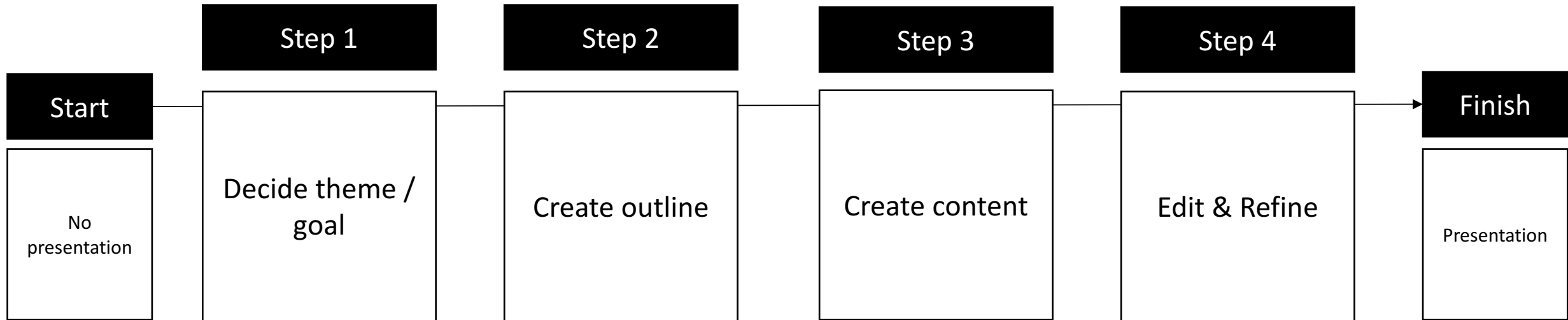| Start	Step 1	Step 2	Step 3	Step 4	Finish
No presentation	Decide theme / goal	Create outline	Create content	Edit & Refine	Presentation

GIVE IT A NAME

THE NAMED PROCESS EFFECT

WHEN THE SYSTEMS OR PROCESSES YOU USE HAVE NAMES, IT IMPLIES A LEVEL OF QUALITY, EXPERIENCE AND AUTHORITY THAT'S NOT PRESENT WHEN THE SYSTEM OR PROCESS HAS NO NAME.
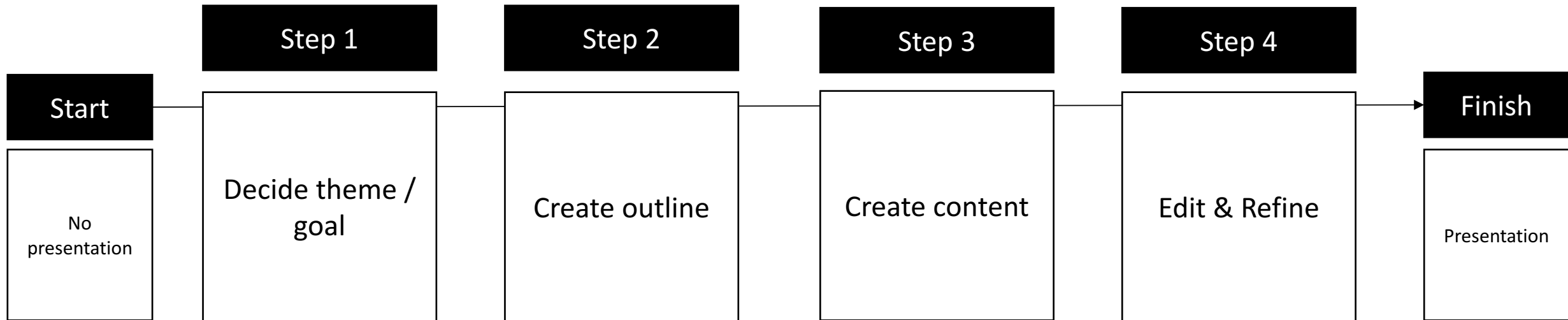
CLEAR SALES MESSAGE

XYZ METHOD

XYZ PROCESS

XYZ MODEL

THE DARRYL METHOD

Start

No presentation

Step 1

Decide theme / goal

Step 2

Create outline

Step 3

Create content

Step 4

Edit & Refine

Finish

Presentation

STANDARDISE YOUR OBJECTIONS

LIST THEM ALL OUT

Step 1. List every objection	Step 2. Categorize Value/Time/Trust	Step 3. Sub categorize	Step 4. Action point

SELLING CONFIDENCE™

TAKE 5 MINS...

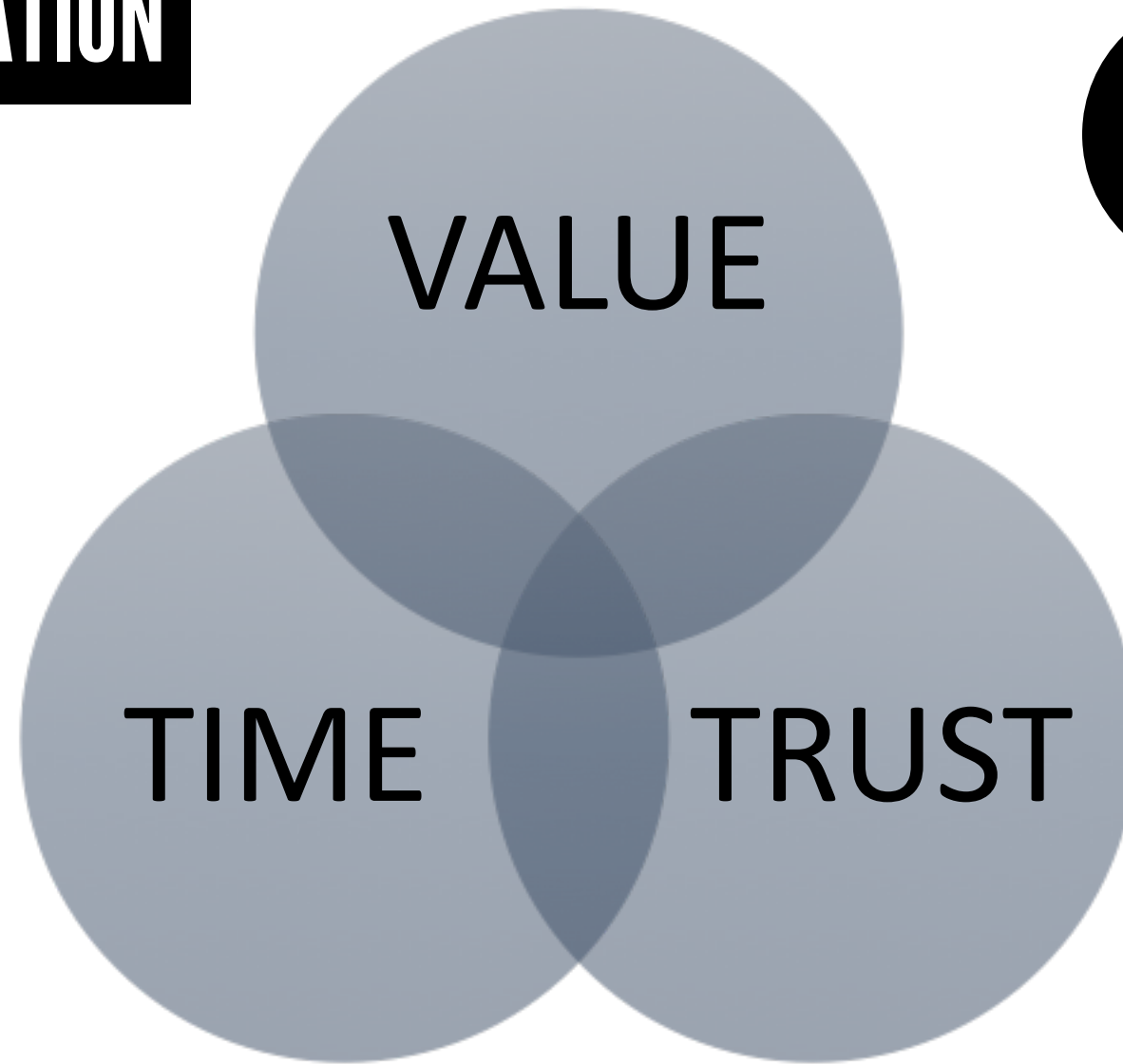| Step 1. List every objection	Step 2. Categorize Value/Time/Trust	Step 3. Sub categorize	Step 4. Action point

You're more expensive than we expected.
We already use someone else.
We've just signed up for another contract.

SELLING CONFIDENCE™

THE BUYER EQUATION:

NOT THE DECISION MAKER

VALUE

TIME

TRUST

CATEGORIZE
VALUE/TIME/TRUST

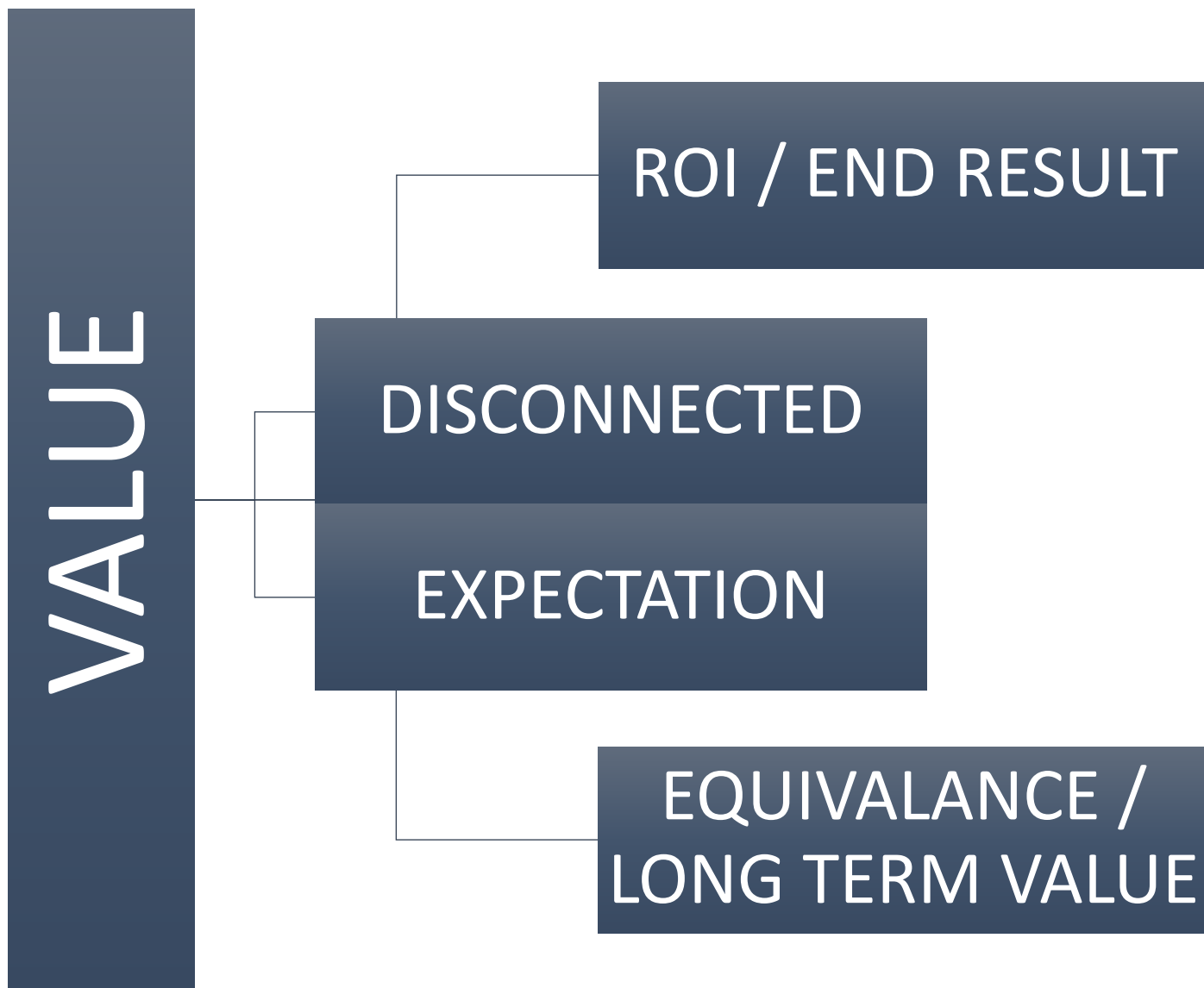| Step 1. List every objection | Step 2. Categorize Value/Time/Trust | Step 3. Sub categorize | Step 4. Action point |

SELLING CONFIDENCE™
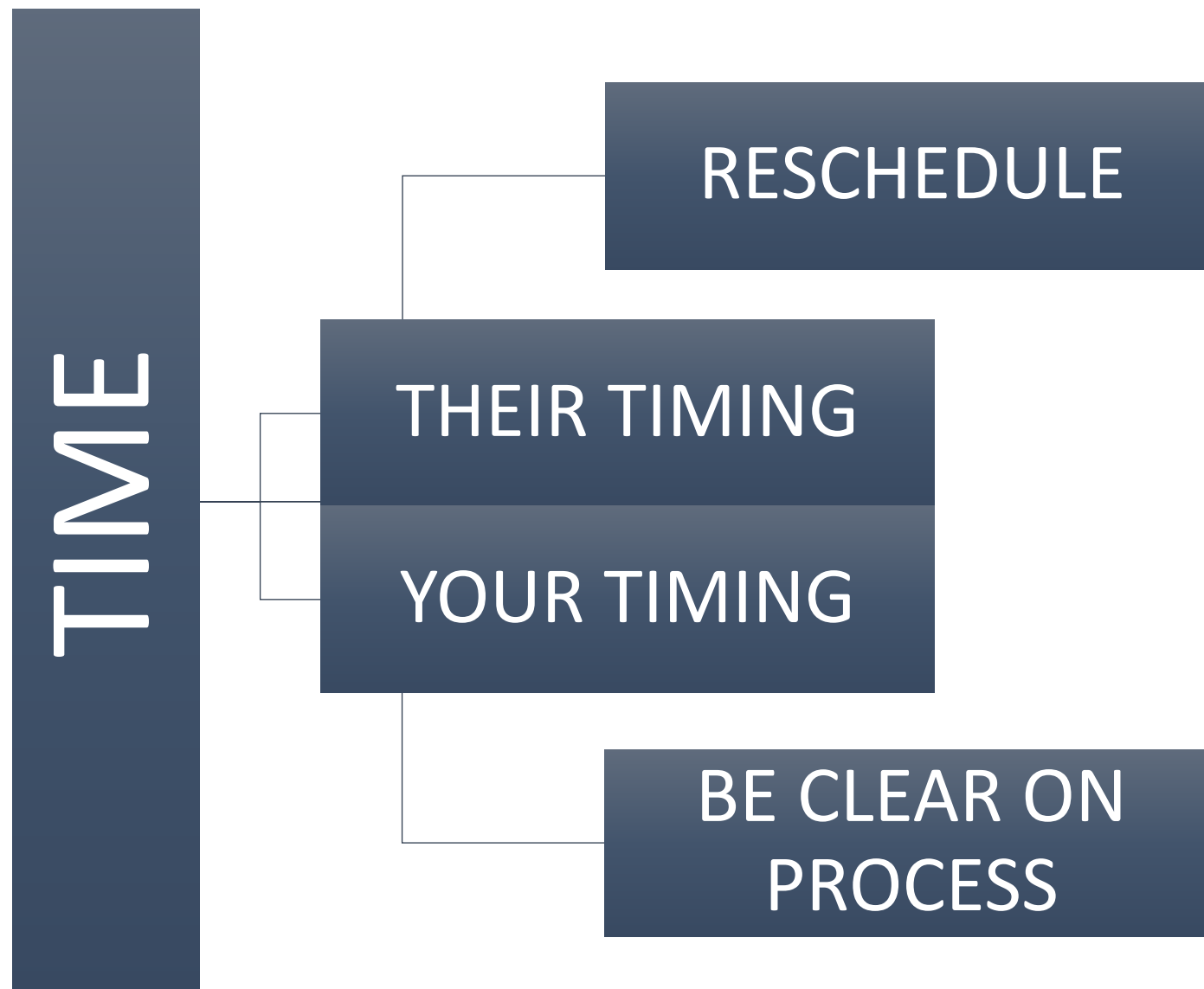
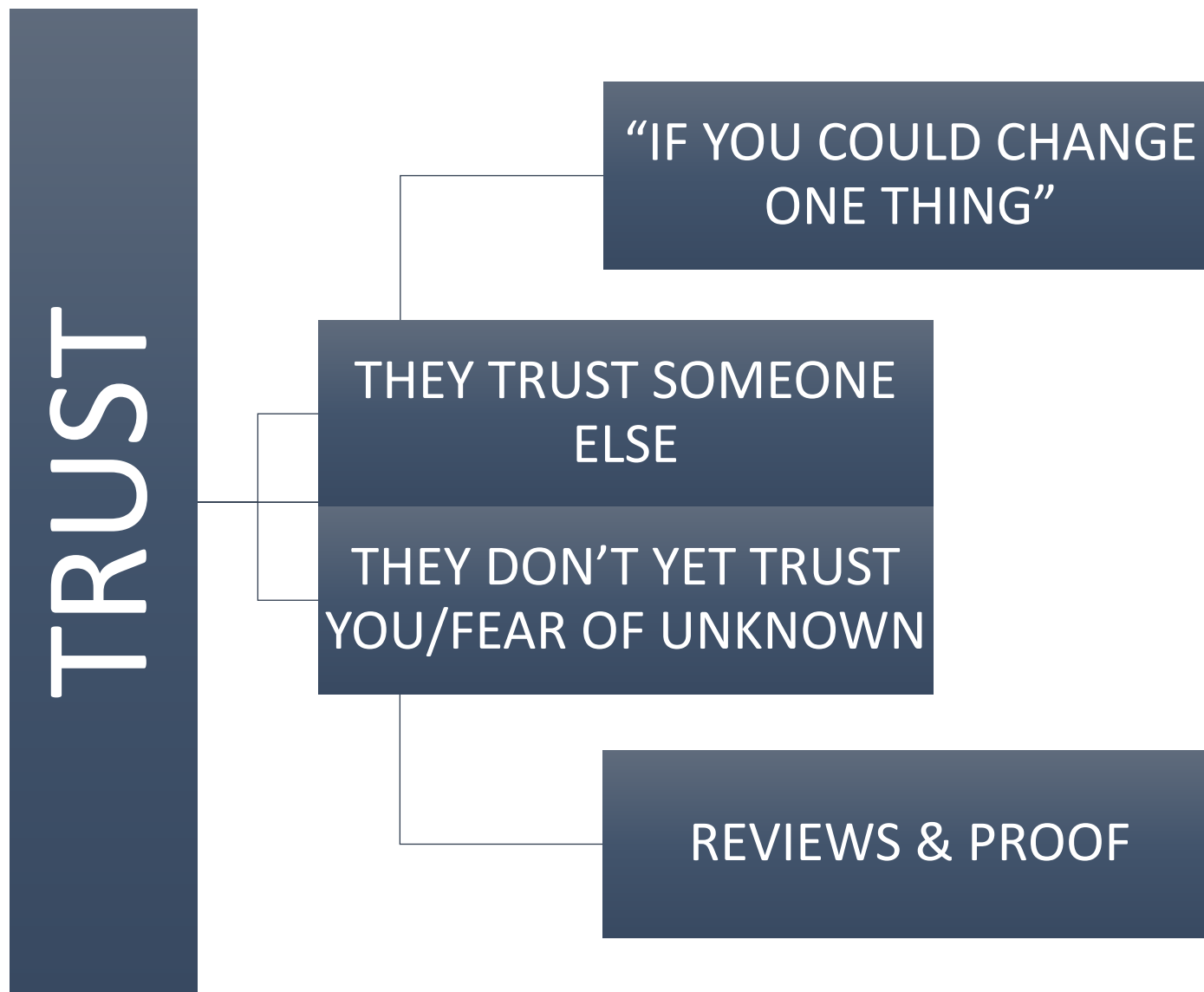You're more expensive than we expected. VALUE
We already use someone else. TRUST
We've just signed up for another contract. TIME

VALUE

ROI / END RESULT

DISCONNECTED

EXPECTATION

EQUIVALANCE / LONG TERM VALUE

SELLING CONFIDENCE™

TRUST

- "IF YOU COULD CHANGE ONE THING"
- THEY TRUST SOMEONE ELSE
- THEY DON'T YET TRUST YOU/FEAR OF UNKNOWN
- REVIEWS & PROOF

SELLING CONFIDENCE ™

SUB - CATEGORIZE

| Step 1. List every objection | Step 2. Categorize Value/Time/Trust | Step 3. Sub categorize | Step 4. Action point |

You're more expensive than we expected. VALUE (expectation)
We already use someone else. TRUST (they trust someone else)
We've just signed up for another contract. TIME (their timing)

SELLING CONFIDENCE ™

TAKE ACTION

Step 1. List every objection	Step 2. Categorize Value/Time/Trust	Step 3. Sub categorize	Step 4. Action point

SELLING CONFIDENCE™

You're more expensive than we expected. VALUE (expectation) FIND THEIR REFERENCE POINT
We already use someone else. TRUST (they trust someone else) IF YOU COULD CHANGE ONE THING…
We've just signed up for another contract. TIME (their timing) SCHEDULE A FOLLOW UP

THANK YOU

Don't think you can sell? Think again.™

Selling Confidence™ provides step by step sales support to help you when you are in a selling situation.

Designed for "I'm not a salesperson" people, Selling Confidence™ is an on-demand support tool that will change the way you sell forever:

- **How to find and engage the right type of client at the right time.**
- **How to close and follow up without being "salesy".**
- **How to overcome ANY objection such as "you're expensive".**
- **How to deal with difficult situations and overcome nerves or lack of confidence.**

...and LOTS more

Launch offer £497. Full price £997.

It's everything you need to sell. When you need it.

Q&A

CLEAR SALES MESSAGE