

UHUBS

20th AUGUST 2019

CLEAR SALES MESSAGE

- **WHO ARE YOU?**
- **WHO AM I?**
- **UNDERSTAND YOUR BUYER**
- **WHAT IS SALES MESSAGING?**
- **HOW TO BE UNDERSTOOD**
- **HOW TO ENGAGE**
- **HOW TO CLOSE**
- **Q&A**

WHO ARE YOU?

1. NAME

2. JOB/PROJECT/BUSINESS

3. WHAT YOU WANT TO GET FROM TODAY

WHO AM I?

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



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.**

HUMAN ATTENTION SPAN?

8 SECONDS

GOLDFISH?

9 SECONDS

**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



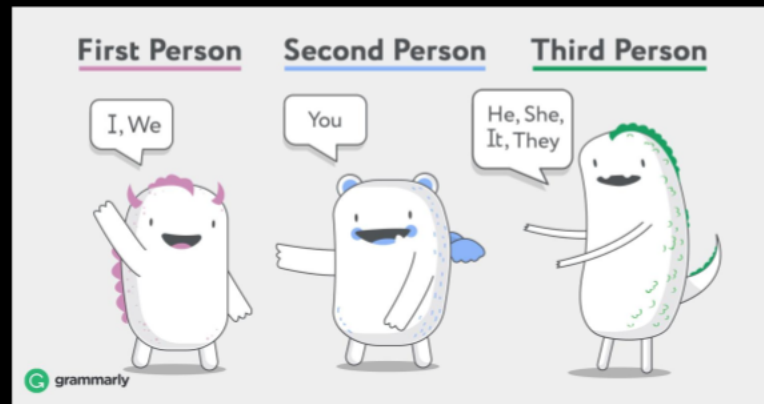
THE EASIER YOU ARE TO DEAL
WITH, THE EASIER IT IS TO BUY
FROM YOU.

CLIENTS ALWAYS SEEK THE
EASIEST WAY TO SOLVE THEIR
NEEDS.

CLEAR
SALES
MESSAGE

**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**

138+ ELEMENTS

BURDEN OF PROOF

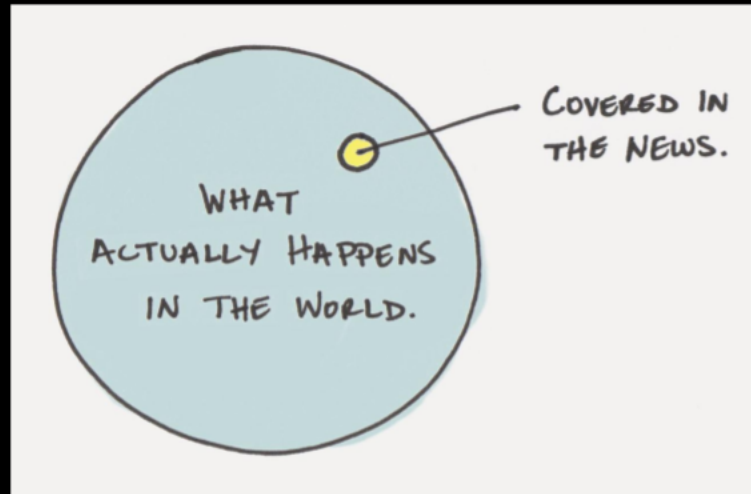


**IT'S UP TO US AS SELLERS TO
PROVIDE CLIENTS WITH ALL
THE INFORMATION,
OPPORTUNITY AND EASE TO
BUY FROM US.**

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

**CLEAR
SALES
MESSAGE**

WYSIWYG

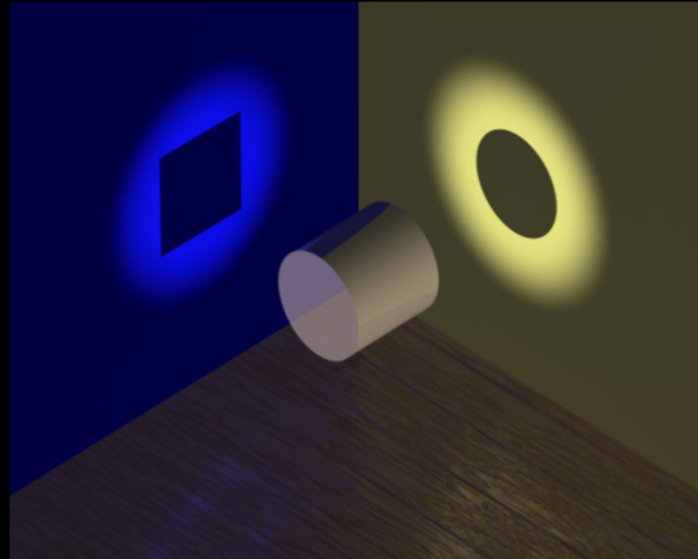


RELYING UPON IMMEDIATE
EXAMPLES AND INFORMATION
TO MAKE A DECISION.

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

CLEAR
SALES
MESSAGE

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

PATH OF LEAST RESISTANCE

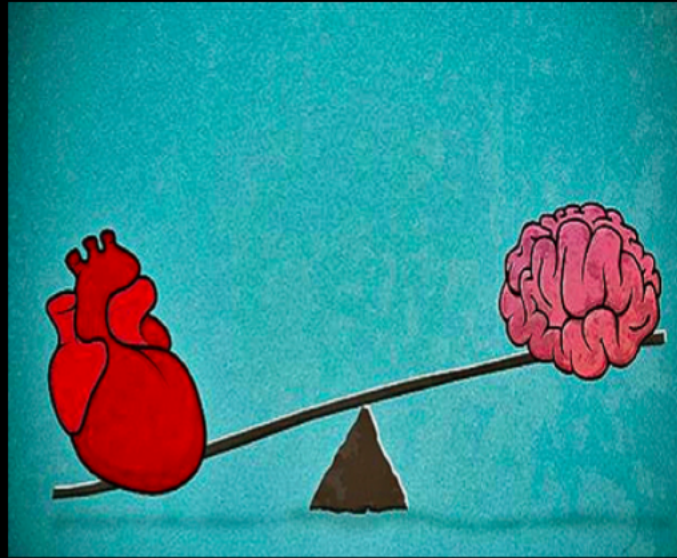


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CLEAR
SALES
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EMOTIONS TRUMP LOGIC



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

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

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?



**MESSAGING MUST BE
UNDERSTOOD BY ANYONE**

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

HOW TO BE UNDERSTOOD

“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..

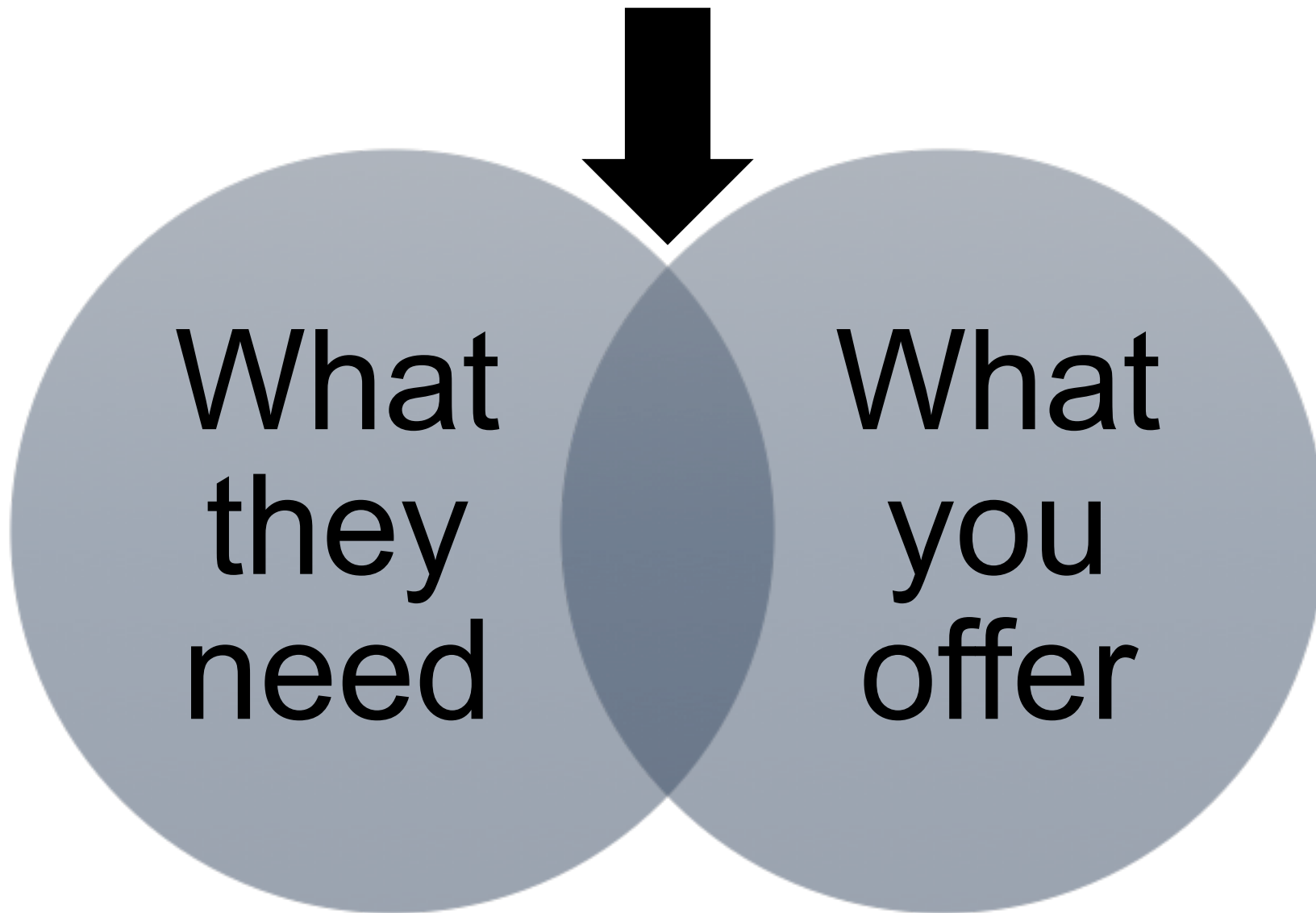
**I HELP SMES TO INCREASE
THEIR SALES WITH CLEARER
SALES COMMUNICATION.**

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

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

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

**NOT TECHNIQUES AND
TRICKERY**



BURDEN OF PROOF

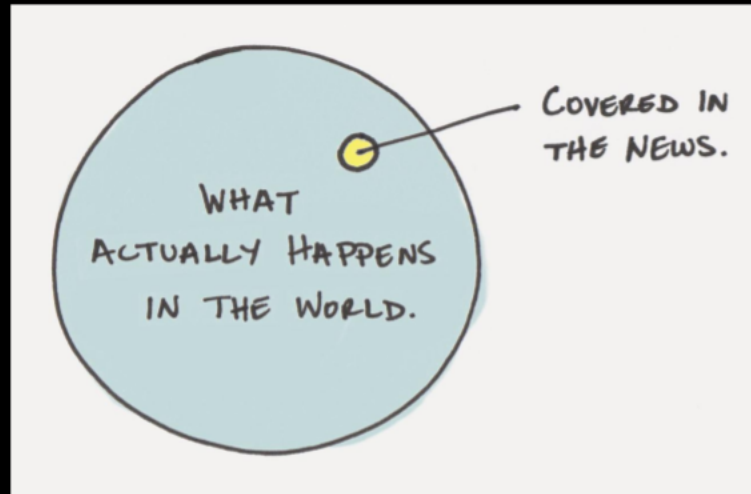


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**ASSUMPTION IS THE MOTHER
OF ALL...**

LOST SALES

HOW TO ENGAGE

**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.**

AIRLINE ADVERTS

MEETING THE LOCALS HAS NEVER
BEEN MORE MEMORABLE.

SINGAPORE AIRLINES

A great way to fly



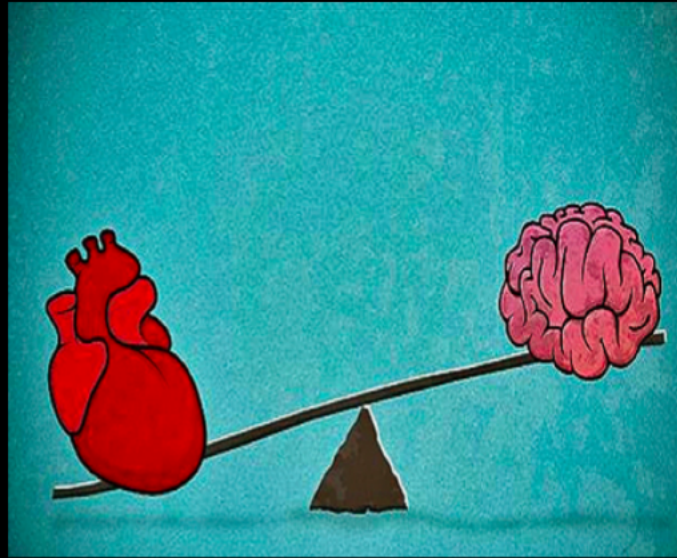
THERE'S NOTHING
LIKE AUSTRALIA



EXPLORE BEAUTIFUL PEBBLY BEACH AT AUSTRALIA.COM

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

EMOTIONS TRUMP LOGIC

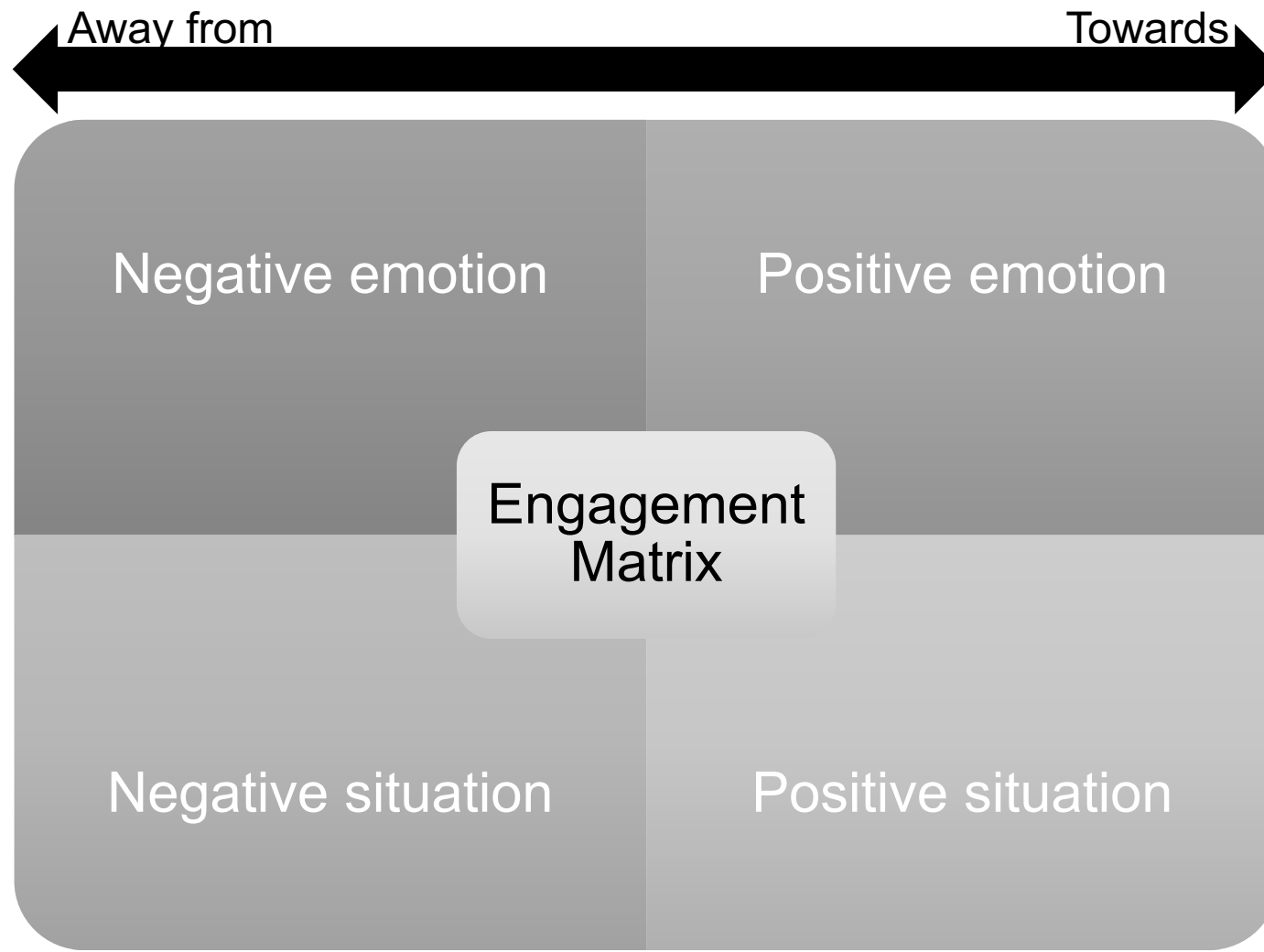


MAKING AN EMOTIONAL
CONNECTION WITH YOUR
CLIENT AND ENGAGING THEM
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PRESENTING THE FACTS.

CLEAR
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THE ENGAGEMENT MATRIX

**SELLING
CONFIDENCE™**



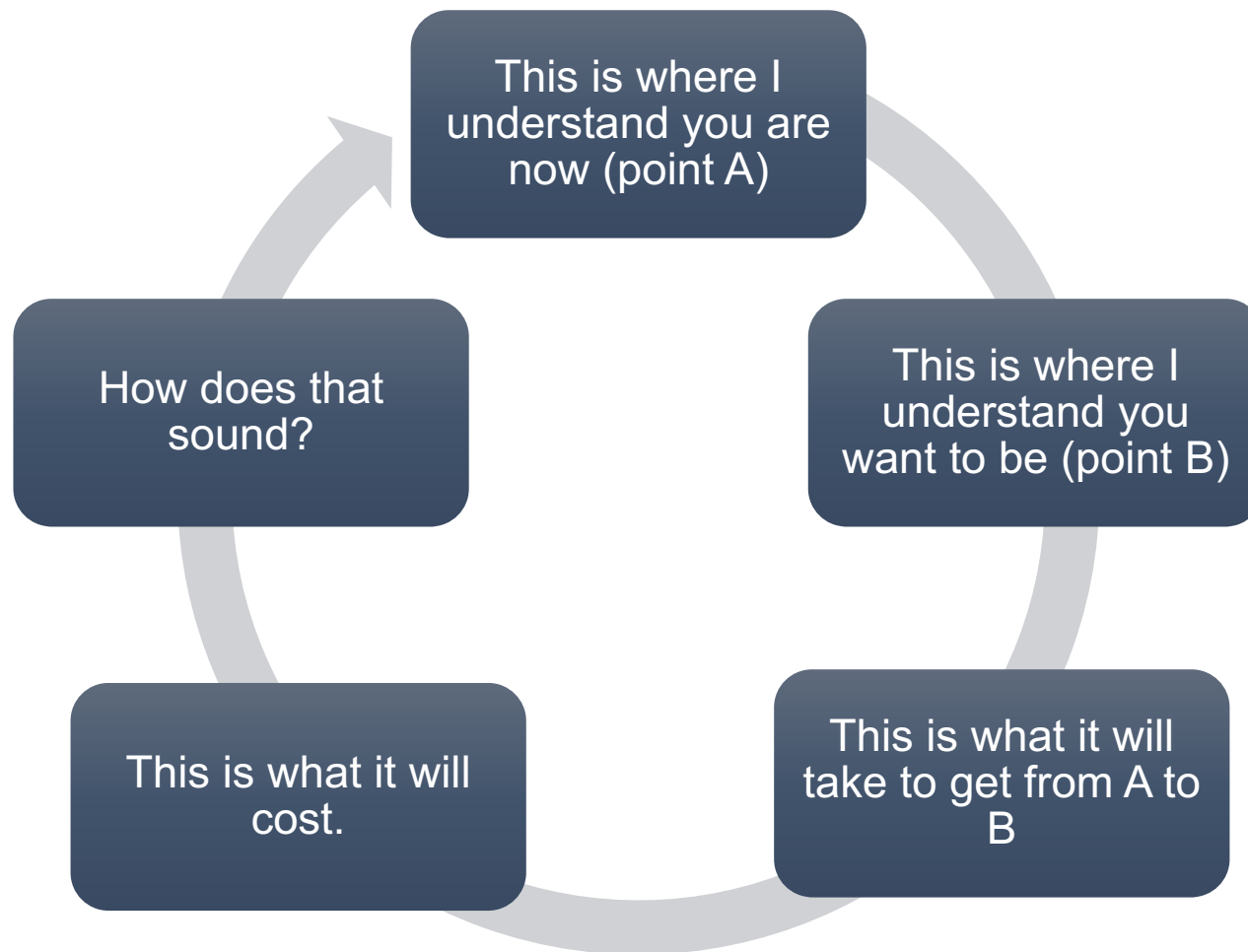
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HOW TO CLOSE

THE VALUE LOOP

**SELLING
CONFIDENCE™**



THANK YOU

Q&A

JAMES@CLEARSALESMESSAGE.COM

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



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More...



James Newell - Clear Sales Message

Don't think you can sell? You need Selling Confidence™

London, United Kingdom · [500+ connections](#) · [Contact info](#)



Selling Confidence™



Sales Training

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

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

