

BNI 27 9 19

**CLEAR
SALES
MESSAGE**

THANK YOU

- 1. WHAT ARE YOU SELLING?**
- 2. WHY DOES IT MATTER?**
- 3. WHO YOU ARE LOOKING FOR**
- 4. HOW TO BE MORE MEMORABLE**

100+ SLIDES

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.

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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.

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**AVERAGE READING
AGE IN THE UK?**

9 YEARS OF AGE

AVERAGE

FEWER WORDS + LESS COMPLEXITY

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

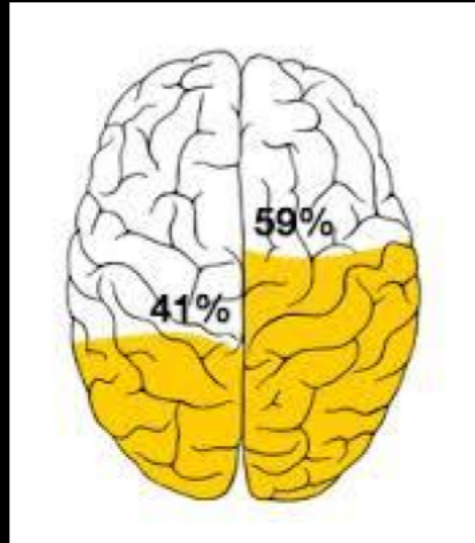
**SELLING IS ABOUT GOOD
COMMUNICATION AND
FINDING A CONNECTION**

**NOT TECHNIQUES AND
TRICKERY**

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

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.

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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.

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”**

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MESSAGE**

3 BOOKS.

3 COURSES.

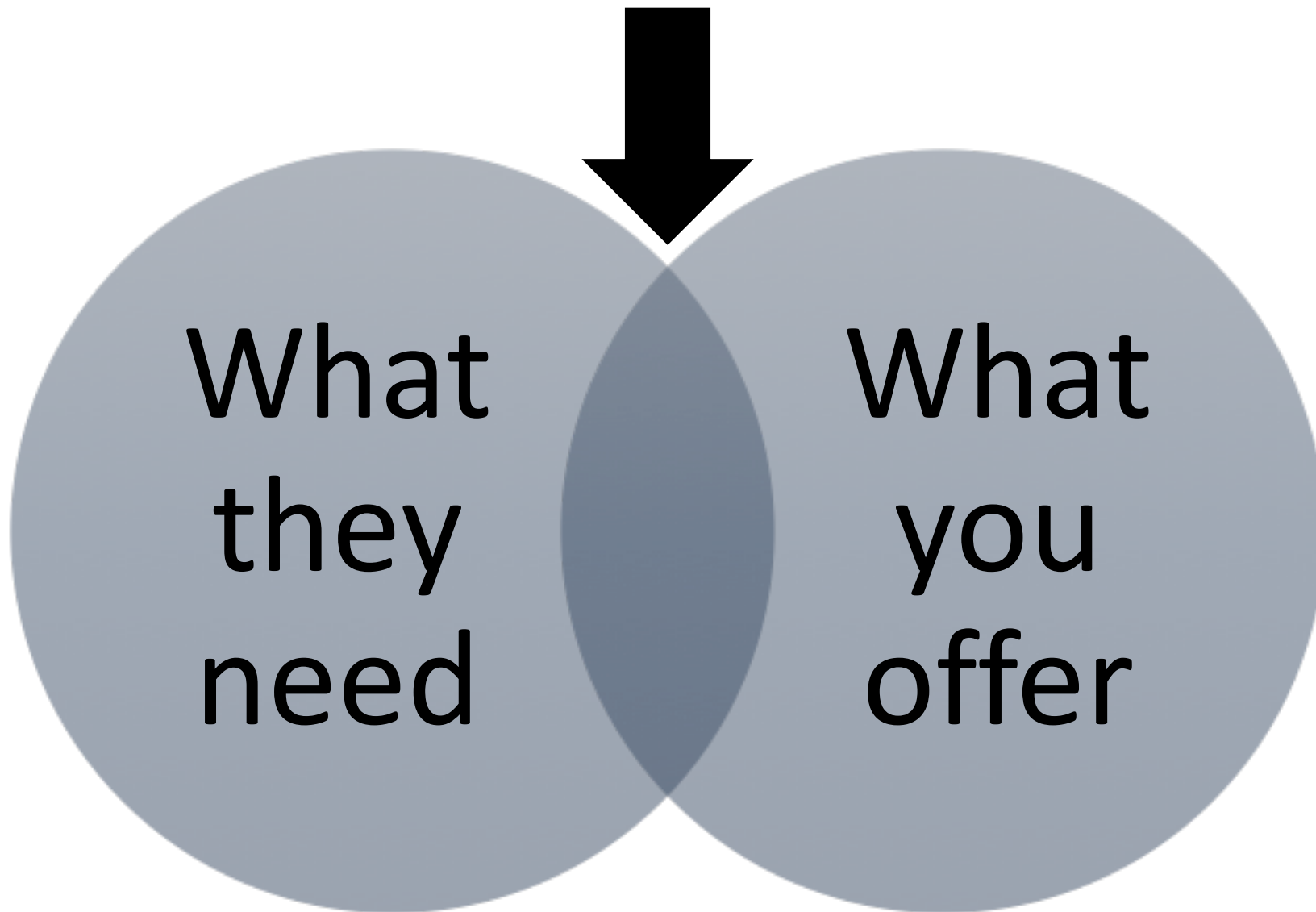
50+ CLIENTS.

150+ LINKEDIN RECOMMENDATIONS

WHAT IS SELLING?

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

**NOT TECHNIQUES AND
TRICKERY**



BURDEN OF PROOF

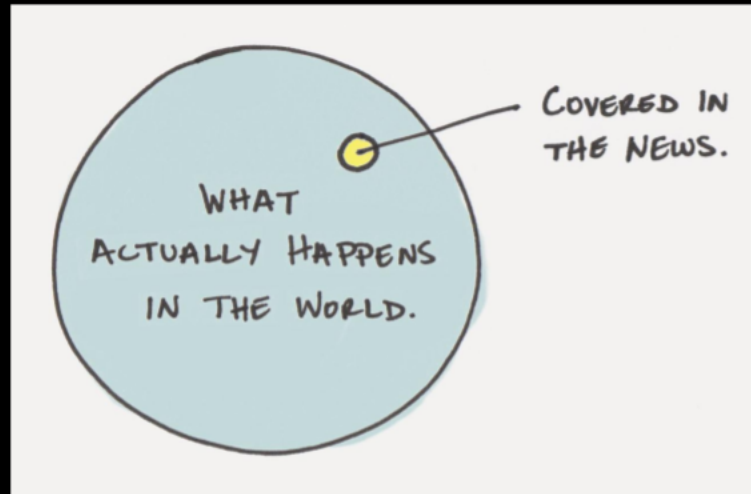


**IT'S UP TO US AS SELLERS TO
PROVIDE CLIENTS WITH ALL
THE INFORMATION,
OPPORTUNITY AND EASE TO
BUY FROM US.**

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

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WYSIWYG



RELYING UPON IMMEDIATE
EXAMPLES AND INFORMATION
TO MAKE A DECISION.

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

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MESSAGE

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

LOST SALES

1. WHAT ARE YOU SELLING?

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.”**

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

“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”

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.

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SALES
MESSAGE

3 MINS

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

2. WHY DOES IT MATTER?

**(WHY SHOULD
ANYONE CARE?)**

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?

CLEAR
SALES
MESSAGE

MOST <**CLIENTS**>

EXPERIENCE <**TRIGGER**>

BECAUSE <**PROBLEM(S)**>

FOR ME IT WOULD BE..

**MOST SMES EXPERIENCE A LACK OF SALES BECAUSE
THEY DON'T HAVE A CLEAR AND COMPELLING VALUE
PROPOSITION. THEY DON'T KNOW WHAT TO SAY AND
IN WHAT ORDER TO ENGAGE POTENTIAL CLIENTS.**

3 MINS

MOST <**CLIENTS**>

EXPERIENCE <**TRIGGER**>

BECAUSE <**PROBLEM(S)**>

3. WHO YOU ARE LOOKING FOR

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

WE KNOW WHO WE NEED...

WHEN DO YOU NEED THEM?

**WHAT IS THE TRIGGER POINT
FOR YOUR OFFERING?**

- 1. A DATE.**
- 2. AN EVENT.**
- 3. AN EMOTION/FEELING**
- 4. ABUNDANCE/LACK**

**I'M LOOKING FOR <CLIENT>
EXPERIENCING <TRIGGER> WHO
WANTS <BENEFIT>
BUT DOESN'T KNOW/HAVE...**

FOR ME IT WOULD BE..

**I'M LOOKING FOR SMES EXPERIENCING
POOR SALES PERFORMANCE WHO WANT
TO INCREASE THEIR SALES, BUT DON'T
KNOW WHERE TO BEGIN.**

3 MINS

**I'M LOOKING FOR <CLIENT>
EXPERIENCING <TRIGGER> WHO
WANTS <BENEFIT>
BUT DOESN'T KNOW/HAVE...**

4. 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”

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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.
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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
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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

BRINGING IT ALL TOGETHER:

MOST <**CLIENTS**>

EXPERIENCE <**TRIGGER**>

BECAUSE <**PROBLEM(S)**>

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

**I'M LOOKING FOR <CLIENT>
EXPERIENCING <TRIGGER> WHO
WANTS <BENEFIT>
BUT DOESN'T KNOW/HAVE...**

WE DON'T JUST ABC. WE XYZ.

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4. THAT'S JAMES NEWELL, SALES CONSULTANT. WE DON'T JUST TEACH YOU TO SELL, WE GIVE YOU SELLING CONFIDENCE.

- 1. WHAT ARE YOU SELLING?**
- 2. WHY DOES IT MATTER?**
- 3. WHO YOU ARE LOOKING FOR**
- 4. HOW TO BE MORE MEMORABLE**

**WANT 90+ TEMPLATES
LIKE THAT?**



**IS YOUR NETWORKING
NOT-WORKING?**

ONE LAST THING...

FOLLOW UP

ACTUALLY FOLLOW UP

**DON'T SELL
LEAD WITH VALUE**

**A TIP, RECOMMENDATION OR
POTENTIAL REFERRAL.**

**LINKEDIN IS BETTER
THAN EMAIL**

Q&A

THANK YOU

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SALES
MESSAGE**