

**CLEAR
SALES
MESSAGE**

THANK YOU

- **WHO AM I?**
- **SELLING BASICS**
- **WHAT ARE YOU SELLING?**
- **WHO ARE YOU SELLING IT TO?**
- **WHY SHOULD ANYONE CARE?**

50+ 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:**

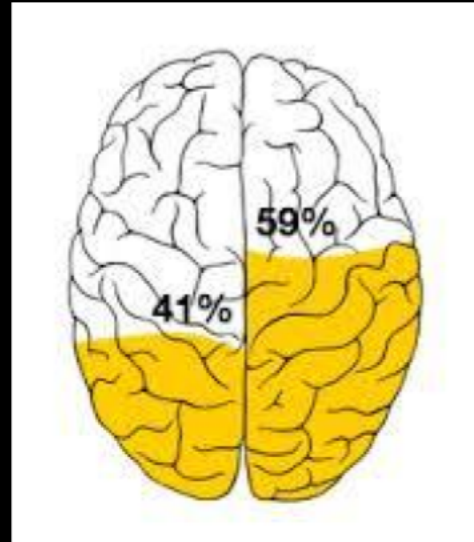
**SELLING IS ABOUT GOOD
COMMUNICATION AND
FINDING A CONNECTION**

**NOT TECHNIQUES AND
TRICKERY**

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

WHY ONLY ONE THING?

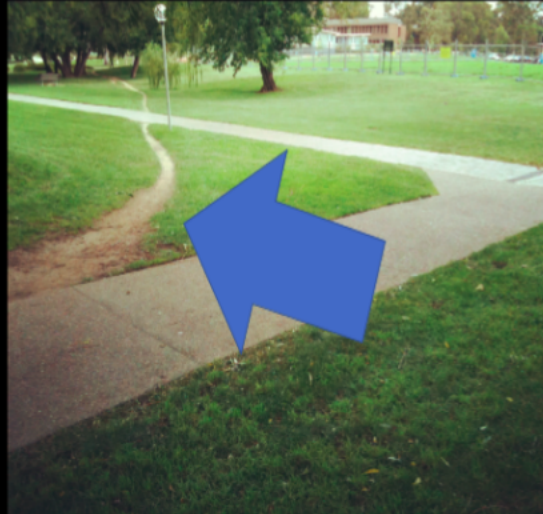
COGNITIVE LOAD



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.

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WHO AM I?

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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”**

3 BOOKS.

3 COURSES.

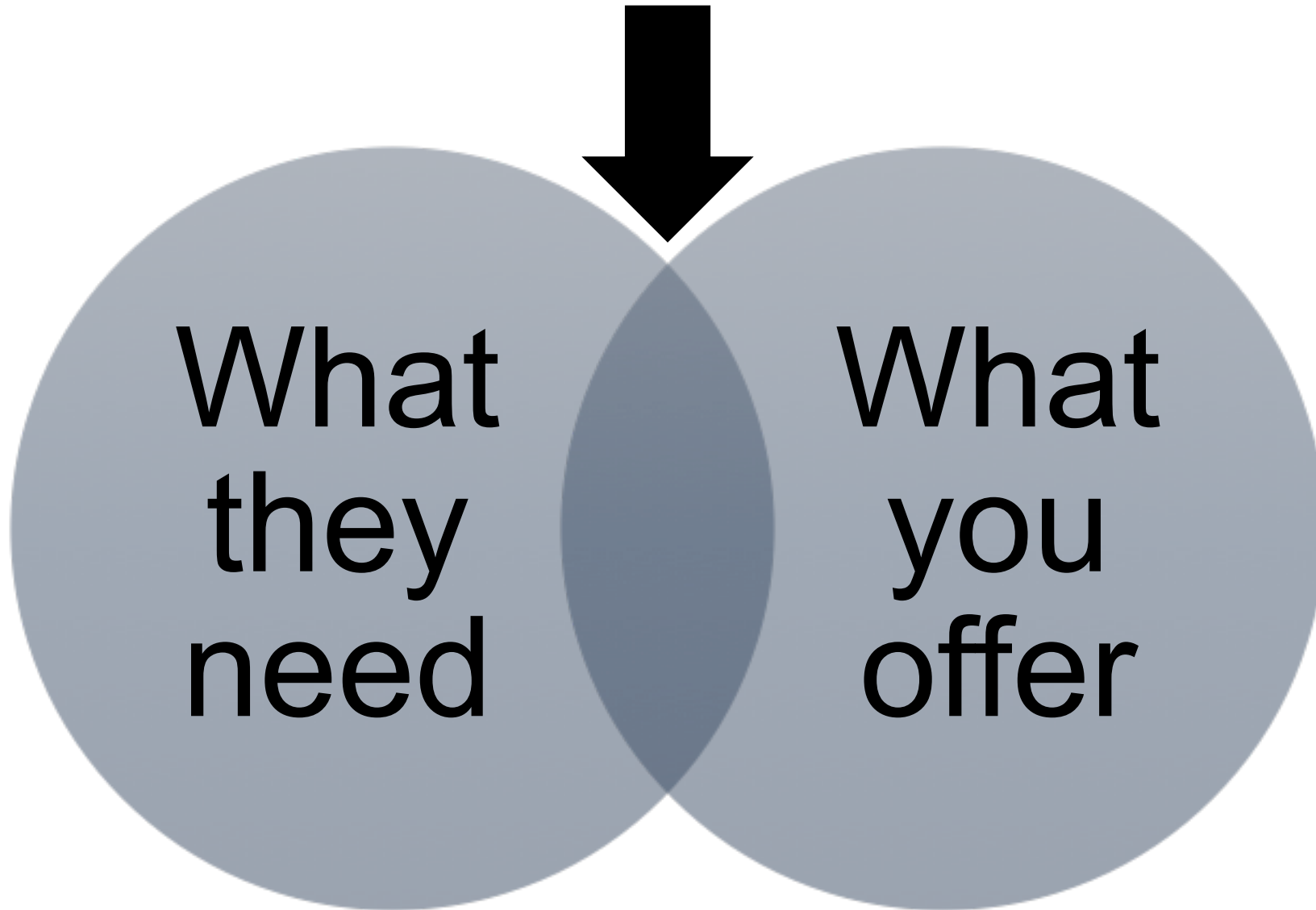
50+ CLIENTS.

168 LINKEDIN RECOMMENDATIONS

WHAT IS SELLING?

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

**NOT TECHNIQUES AND
TRICKERY**



What
they
need

What
you
offer

BURDEN OF PROOF

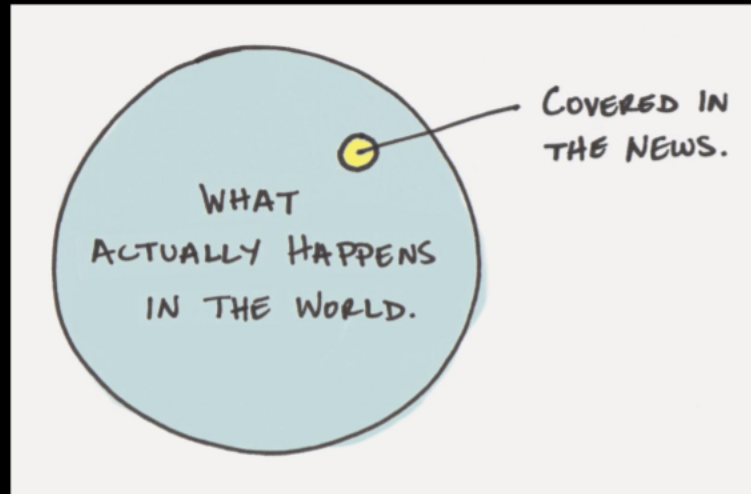


**IT'S UP TO US AS SELLERS TO
PROVIDE CLIENTS WITH ALL
THE INFORMATION,
OPPORTUNITY AND EASE TO
BUY FROM US.**

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

LOST SALES

WHAT ARE YOU SELLING?

AIRLINE ADVERTS

MEETING THE LOCALS HAS NEVER
BEEN MORE MEMORABLE.

SINGAPORE AIRLINES



A great way to fly

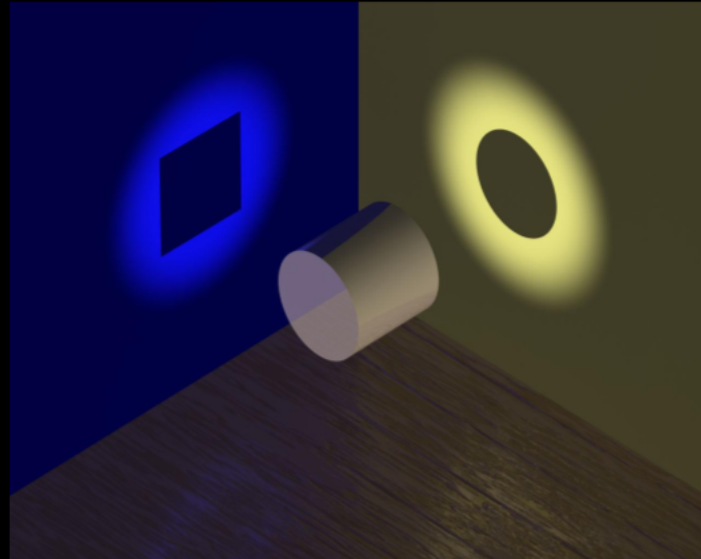
THERE'S NOTHING
LIKE AUSTRALIA



EXPLORE BEAUTIFUL PEBBLY BEACH AT AUSTRALIA.COM

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

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.

**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”

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

**WHO ARE YOU
SELLING IT TO?**

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?**

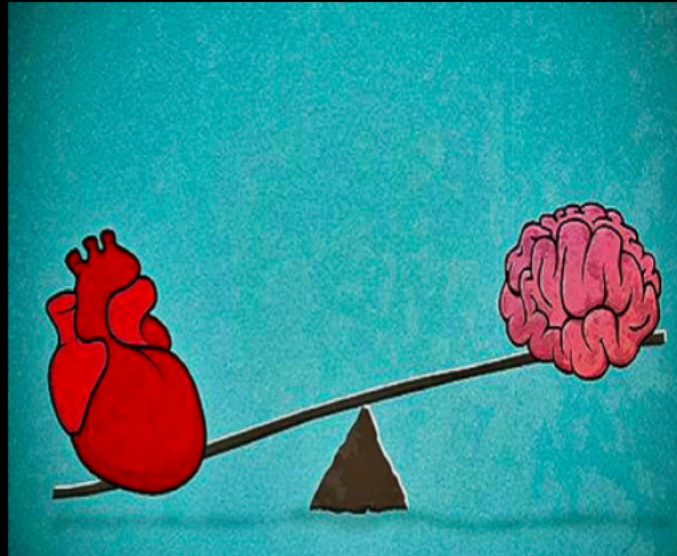
**WHY SHOULD
ANYONE CARE?**

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?



EMOTIONS TRUMP LOGIC

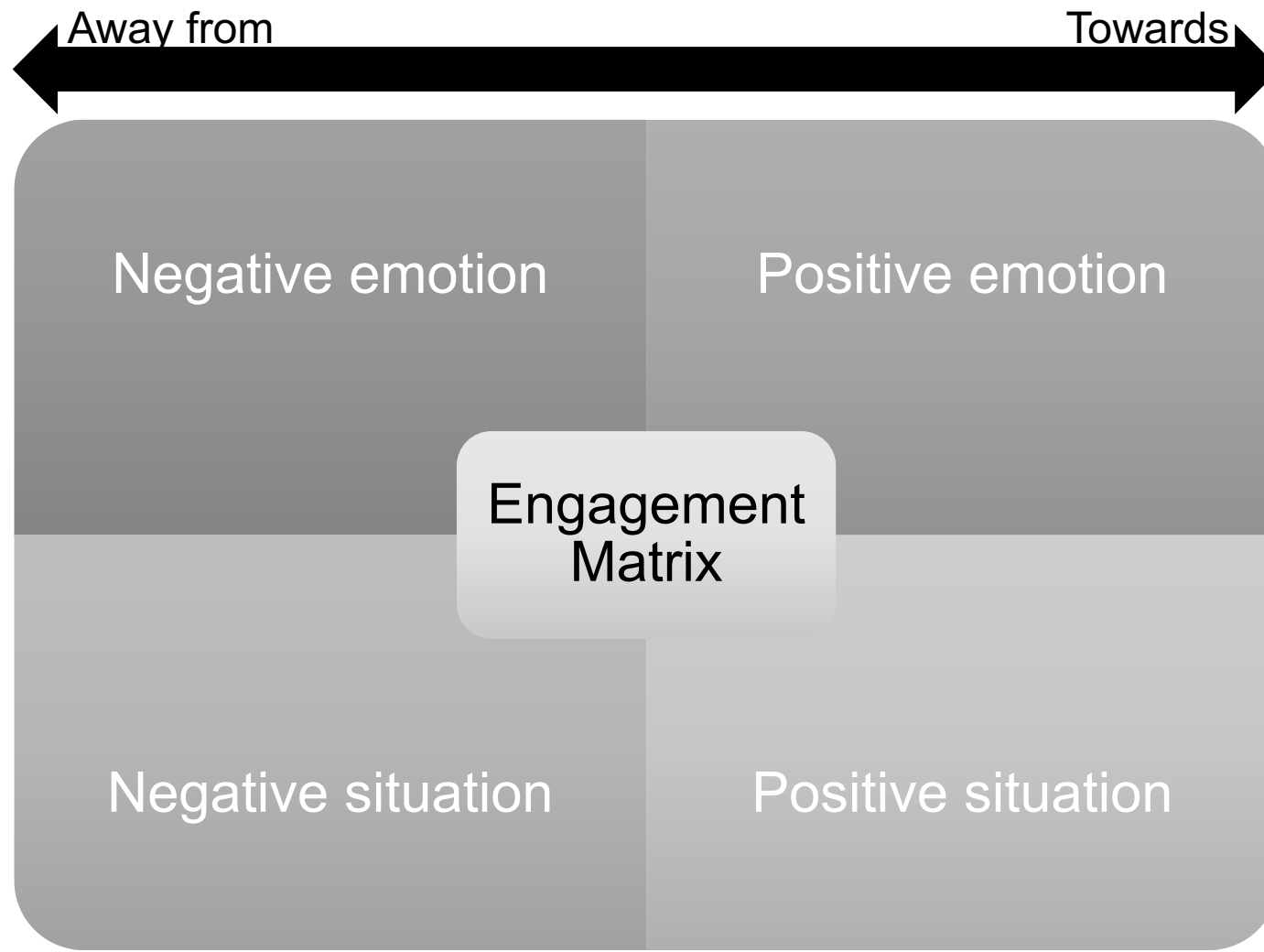


MAKING AN EMOTIONAL
CONNECTION WITH YOUR
CLIENT AND ENGAGING THEM
WILL DO MORE THAN SIMPLY
PRESENTING THE FACTS.

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THE ENGAGEMENT MATRIX

SELLING
CONFIDENCE™



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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.

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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.

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Emotional contagion



Emotional contagion is the phenomenon of having one person's emotions and related behaviors directly trigger similar emotions and behaviors in other people. Emotions can be shared across individuals in many different ways both implicitly or explicitly.

[Wikipedia](#)

BE CLEAR. BE CONFIDENT.

BE YOURSELF.

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.

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Recommendations

Received (168)

Given (27)



Matt Milligan

EY Startup Network Lead &
Business Design at EY-
Seren

September 6, 2019, Matt

It was a pleasure
workshop on B:
with our commi
impressed with

SLIDE 88...

THANK YOU...

JAMES@CLEARSALESMESSAGE.COM

THANK YOU