

THE 8 GOLDEN RULES OF SALESMANSHIP

*Your New Sales Reps SHOULD Learn
If You Want Them To Perform*

A special presentation by

Patrick V. Valtin,
CEO Hirebox International



Welcome!

This presentation is a snapshot of what your new sales reps will learn with our exclusive “Client Success Optimizer” online on-boarding & training program.

When we hire sales reps for you, we on-board them and we train them. Plus, you get a 3-month performance guarantee.

For more information, go to www.salestalent.academy

Yours truly,

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1. The Biggest Barrier to Buying anything

It is a proven fact that over **77%** of customers who decide to buy from a sales rep do so because they like him/her, they respect him/her and they feel safe giving them their money.

GOLDEN RULE #1: The biggest barrier in buying is LACK OF TRUST. Spending money is entirely a matter of confidence.

Your success in selling mostly depends on your ability to lead the client to perceive - or FEEL that he can trust you, that you are dedicated to help him solve his problems, you are absolutely convinced that your offer is the best solution, and you are willing to do whatever it takes to make him happy with his decision!





The client is buying **YOU** first. If this first buying factor is not well established, you will waste your time trying to present your product/service.

There are many things you can do to earn the client's trust: Your attitude, the way you dress, the way you talk on the phone, your enthusiasm for what you do, the way you present your organization, your pride, etc.

There is almost an UNLIMITED number of trust-developing actions that you have control of!

You want to ask yourself:
“What do I need to do to earn the trust/confidence of my clients?”

And remember, it starts with YOU!

2. Selling is NOT a Battle of Products

There are many similar products or services out there. You will always face a cheaper competitor who might pretend (even if they lie) that they have a “better” product or service!

GOLDEN RULE #2: Selling is NOT a battle of products anymore. It is a battle of **PERCEPTIONS!**

(In other words, “**FEELINGS**”)

As a supplement to Golden Rule # 1, here is what you need to remember:

*You will seldom close a client because of your product or service. Clients can always find a cheaper, similar product or service with the competition! So you need to ensure that **they WANT to buy from you!***





What you sell is NEVER what the customer buys. Behind your product or service, there is always a more important **PERSONAL AND EMOTIONAL** reason which will naturally drive the customer to buy it... or not!

We call it an “emotional trigger!”

Your first challenge is NOT to sell. It is to find out what benefit(s) related to your product/service can trigger a natural desire from your customer’s to buy from YOU!

VITAL: Do not attempt to present your product/service if you did not FIRST discover your customer’s emotional trigger(s)!

There is ALWAYS a personal/emotional reason to buy! Your first challenge is to find out what it is. If you don’t, you won’t be able to trigger that strong feeling of trust and desire to buy from you!

3. Logic Makes People Think...NOT Buy

Reality check: When you try to prove or demonstrate the superiority of your product, you might bring your (potential) customer's interest up. Yet, you will never trigger the actual decision to buy. Your best arguments are worth absolutely nothing if you violate this next Golden Rule:

**GOLDEN RULE #3: LOGIC MAKES PEOPLE THINK,
EMOTIONS MAKE PEOPLE ACT!**

The decision to buy NEVER lies in the logical band. Top sales professionals excel in their ability to lead the client into the appropriate emotional band, where an actual decision can be made.

Nobody in a civilized, highly competitive world buys anything because they need it. The actual decision to buy is NOT driven by what people need but rather but what they want! Remember the previous rule: we all have some emotional trigger or button to which we respond!



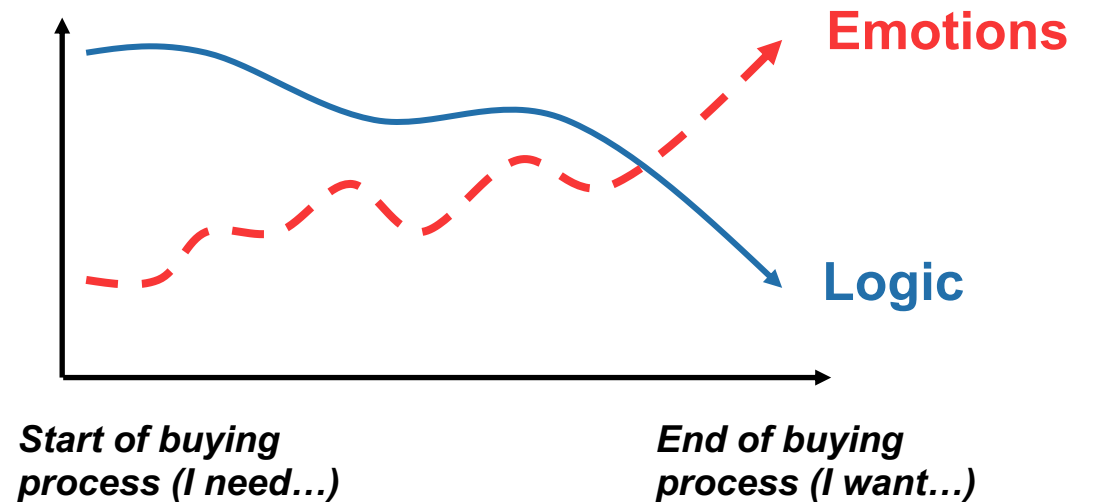
Logic vs. Emotions

In a very competitive environment, the buyer's power of choice and desire will always drive his/her buying decision to more than a specific need for something!

Your potential client might START a buying thinking/process by investigating a specific product and inviting various salespeople to talk about it.

But when it comes to MAKING A DECISION, your skill is to lead that client to WANT to buy from you!

Power of Influence in the Buying Process



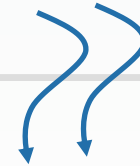
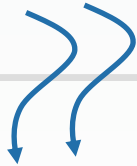
(THINK)

LOGIC AREA
(Arguments)

Attention on
the product

*Words/Subjects which
trigger a **logical, rational
reaction.***

- Price/Special discounts
- Quality/Technical advantages
- Customer service
- Payment plans
- Warranty



EMOTIONS AREA
(Triggers)

Attention on
the client

*Words/Subjects which
trigger an **irrational,
emotional reaction.***

- Security/Safety
- Ego/Status/Image
- Personal health
- Problems/Risk
- Uncertainty/Future
- Mystery

(ACT – MAKE A DECISION)

4. The **FIRST** Quality of Salesmanship

Our observation of, and our work with tens of thousands of sales professionals have led us to discover the single most important quality of salesmanship!

And it is NOT what you would think! Sure, qualities such as:

- Ability to listen
- Enthusiasm
- Honesty
- Persistence

Are all very important,

BUT NONE OF THEM COMES #1!



The first quality in selling is...

Curiosity!

Your ability AND willingness to find out vital information is what makes the whole difference!

Definition of Curiosity:

“A desire to know – inquisitive interest about others’ concerns.”

“Interest leading to inquiry.”

Source: Merriam-Webster

Curiosity!

Most sales professionals have a bad tendency to “jump” too fast into the presentation step of the sales call.

They barely ask any questions, and rarely find out anything about the client.

They assume going right to the sale is best.

OBSERVATION:

On average, sales reps will ask around 3 questions to their potential clients – and then “jump” to the presentation of their product/service.

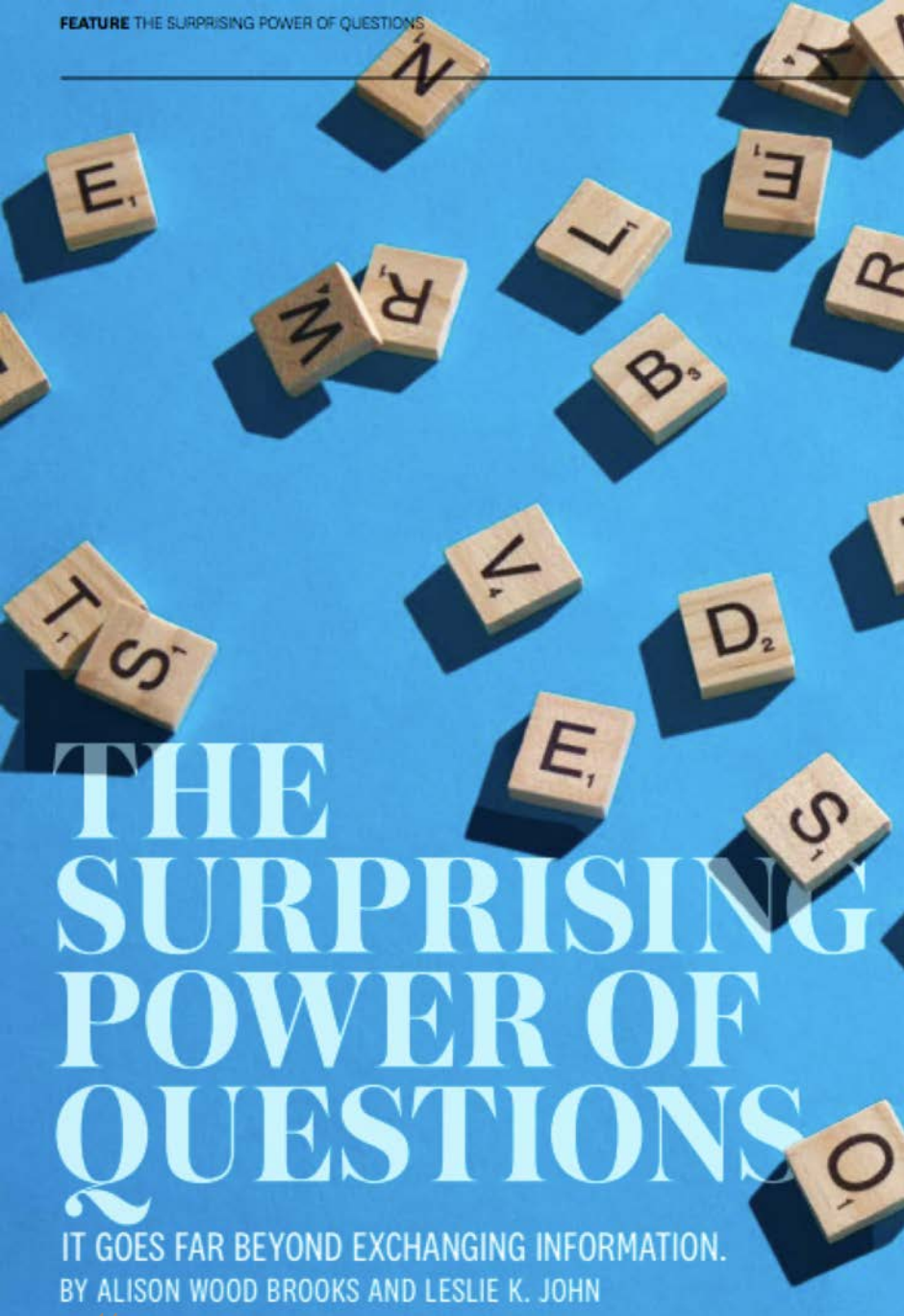


Comparatively, Top salespeople (no matter what industry) will ask **15 or more questions** before getting into their presentation.

That is **5** times more questions!!!

The more curious you are,
the more chances you have to close.

**THIS IS THE MOST IMPORTANT
DIFFERENCE OBSERVED WITH TOP
SALESPEOPLE.**



THE SURPRISING POWER OF QUESTIONS

IT GOES FAR BEYOND EXCHANGING INFORMATION.

BY ALISON WOOD BROOKS AND LESLIE K. JOHN

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PHOTO

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“Most people don’t grasp that asking a lot of questions unlocks learning and improves interpersonal bonding. It builds rapport and trust.”

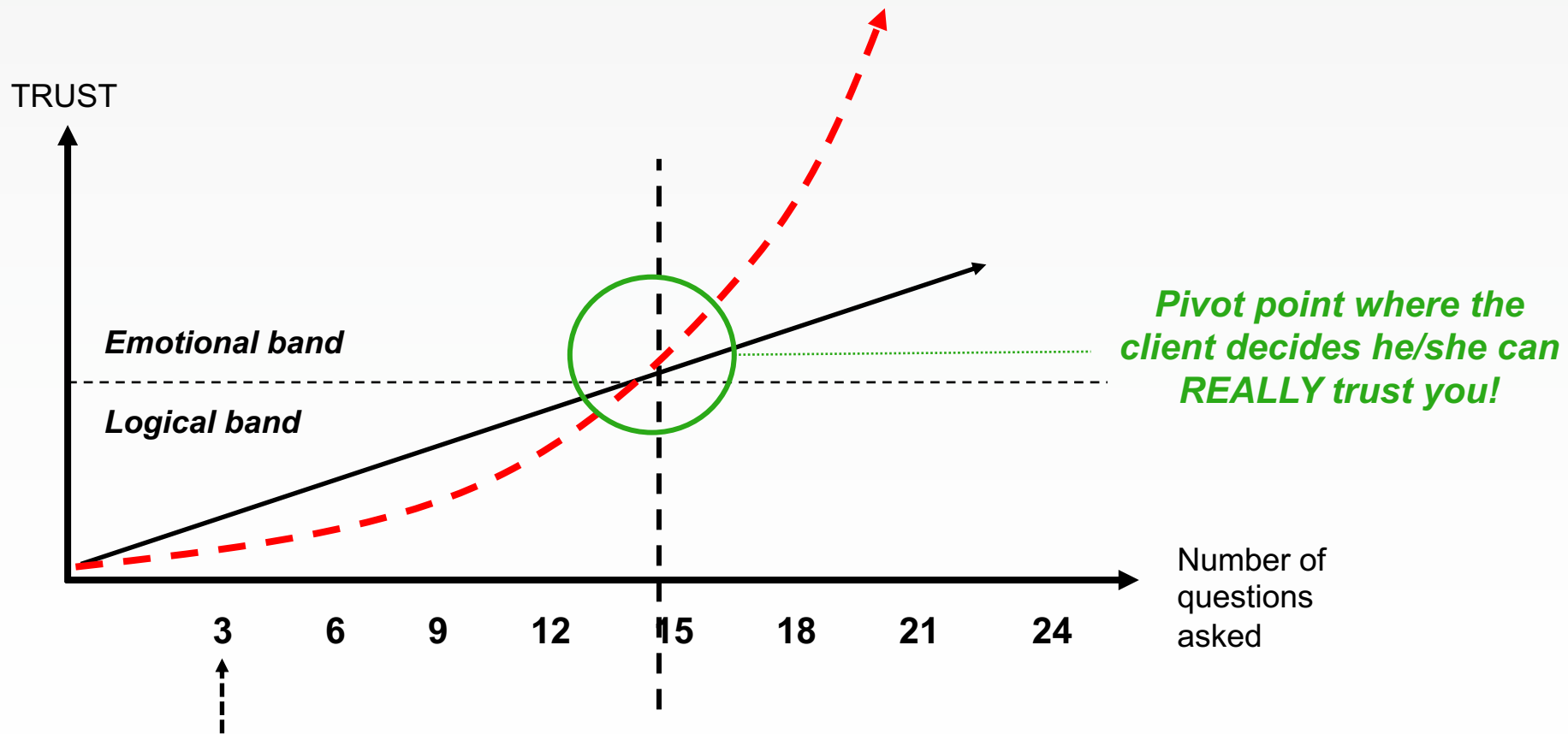
- Harvard Business Review

Why is curiosity so important for your success in selling?

1. You show curiosity by asking good questions. And when you ask good questions, **you show that you are interested!**
2. When you ask good questions you get good information. And, in selling, **information is ammunition.**
3. When you ask good questions you make **your client feel important.** The attention is on him/her – NOT on your product or service.
4. When you ask good questions YOU control the conversation. You are in charge and you decide where to go in the sales process.
5. When you ask good questions **you naturally develop and expand the TRUST factor!** It has been proven to be an exponential development!



The relationship between “building trust” and “asking good questions”:



Average number of questions asked

On average, every top sales rep was asking 5 times more questions than the other sales reps in their team!!!

Here is the most vital, the most valuable Golden Rule of all.

If you work on it relentlessly, you will soon see a huge transformation in the attitude of your clients. They will look at you differently and they will respect you even more!

And that is exactly what will lead them to want to buy from you!

GOLDEN RULE #4:

**THE MORE YOU KNOW,
THE MORE YOU SELL!**

So be as curious as you can possibly be, invade your client's privacy without any shame; and you will close without noticing it!



“A recent study of more than 500,000 business-to-business sales conversations reveals that top-performing salespeople ask questions differently than their peers.

*“Consistent with past research, the data shows **a strong connection between the number of questions a salesperson asks and his or her sales conversion rate.***

*“Top salespeople listen more and speak less than their counterparts overall. Taken together, the data affirms what great salespeople intuitively understand: **When sellers ask questions rather than just make their pitch, they close more deals.**”*

- Harvard Business Review

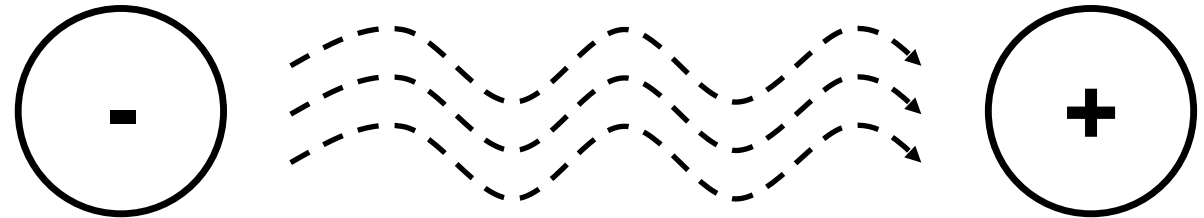
5. The Law of Electricity Applied in Selling

You know that in electricity you need the presence of the TWO poles, the positive and the negative, in order to generate energy – or power. You can't have one without the other.

Either of the two poles alone won't generate any movement or energy.

Most sales professionals have been educated to be positive in their presentation.

They tend to show ONLY the positive side of buying, by convincing the client he is going to WIN by buying from them!



By pushing the positive side ONLY, they often fail to trigger a buying decision!

MISTAKE:
Focusing only on “WHY YOU SHOULD BUY FROM ME” (positive pole).

YOUR BEST STRATEGY:
Put **ALSO** the buyer’s attention on **WHAT THEY COULD LOSE IF THEY DO NOT BUY FROM YOU!** (This is the negative pole).



Power of the **Fear** Factor

Be aware that the vast majority of buyers today will NOT close **because of their own fear of making a wrong buying decision**. More often than not, clients are more motivated to make a buying decision when they are aware of what they could lose if they do not buy!

IN FACT, The fear factor is very often the most powerful one in making an important buying decision!

GOLDEN RULE #5:

**NEVER TRY TO CLOSE ON POSITIVE
EMOTIONAL TRIGGERS ONLY.**

YOU MUST ALSO BE WILLING
TO GO **NEGATIVE!**

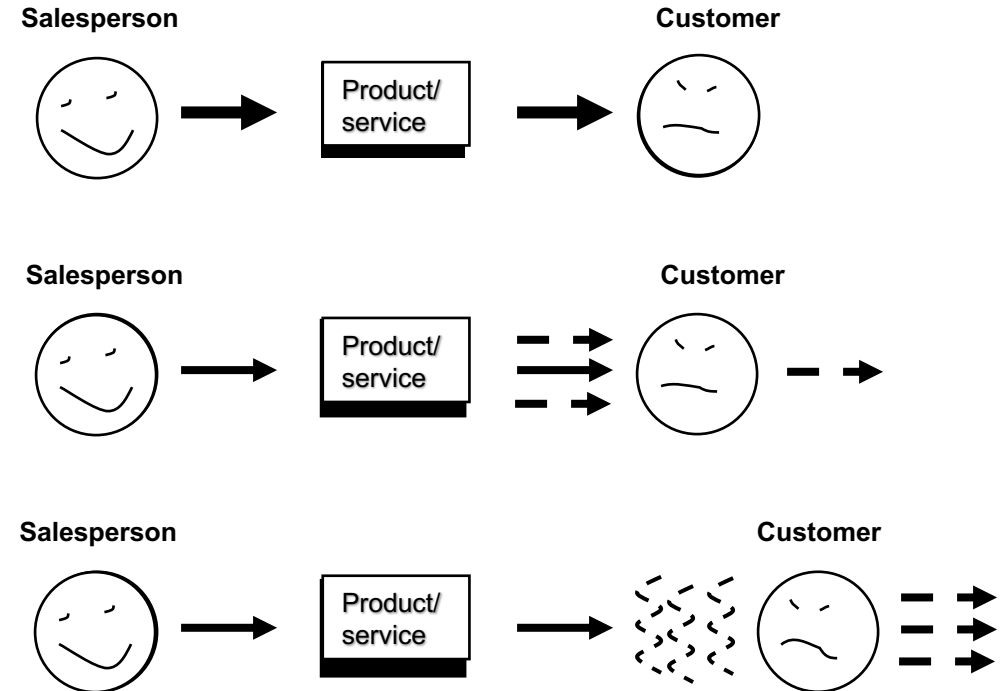
6. The End of “Push-Selling”

Clients do not like to be pushed anymore. They want to “make up their own mind.” They are more and more resistant to “pressure-selling.”

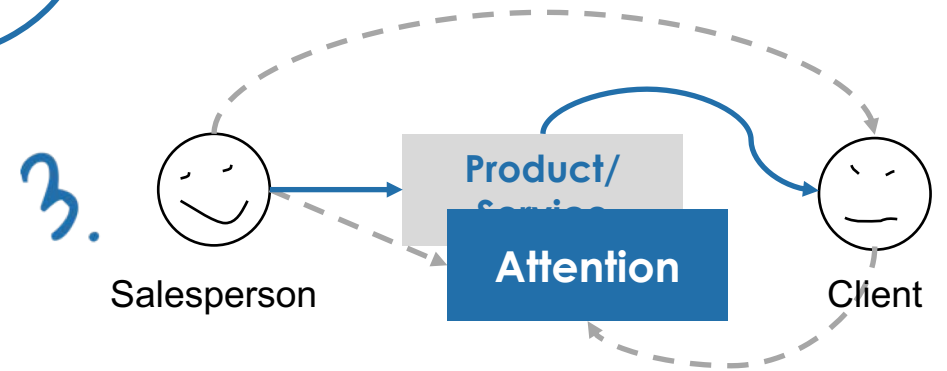
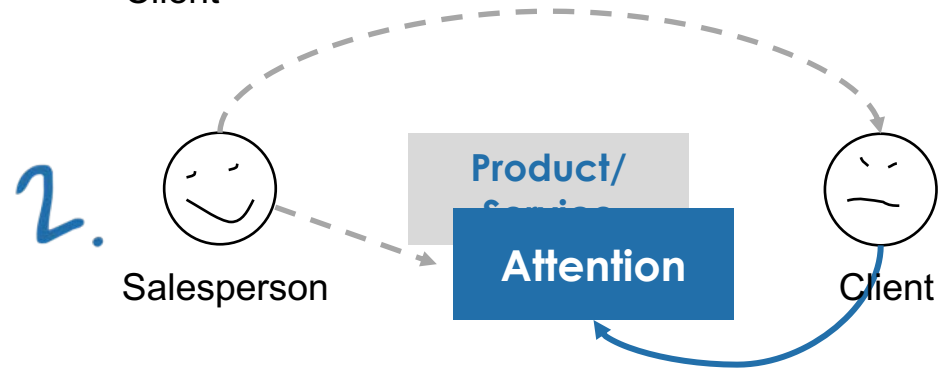
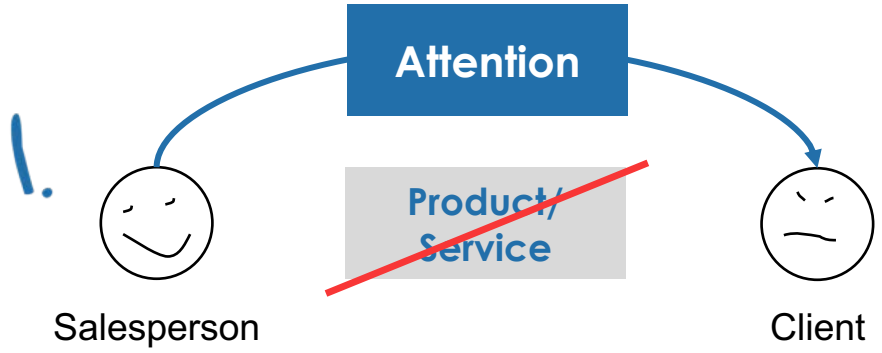
Avoid applying the old “push-selling” technique which consists of presenting or defending your product or service too early in the sales process!

REMEMBER:

A “product-driven” sales approach will always generate resistance!



~~Pull~~ Push-Selling



Pull-Selling is about leading the client through the natural sales process... in the RIGHT sequence:

1. You put all your attention on the client. You do NOT “jump” into the presentation before you have accumulated good information.
2. With the information obtained, you then work out which benefits related to your product/service should be used to further enlighten your client.
3. You lead the client to discover WHY your product or service is the ideal solution, and you help him/her make the buying decision!

GOLDEN RULE #6:

FORGET PUSH-SELLING.
It does not work anymore!

APPLY PULL-SELLING!

7. The Law of Indecision

Our definition of selling is unique and reflects the original meaning of the word:

“To help the client make the right buying decision!”

The truth is, In fact, if you do not help the customer to make a decision, only 1 out of 20 will close by themselves!

Your deadliest enemy is often NOT any of your competitors, no matter how aggressive or dishonest they might be. It is actually, your clients' inability to close without your help.

MOST OF YOUR CLIENTS ARE “SUFFERING” FROM THE WORSE STATE OF MIND YOU CAN FACE:

INDECISION!



Did you know?

52%

of sales professionals
never ask for the order

Yet, over

80%

of the deals occur after
the 3rd attempt to close!

You have to be able AND willing to:

- Control your client from the beginning to the end.
- Decide what is best for them.
- Close them again and again if needed!

GOLDEN RULE #7:

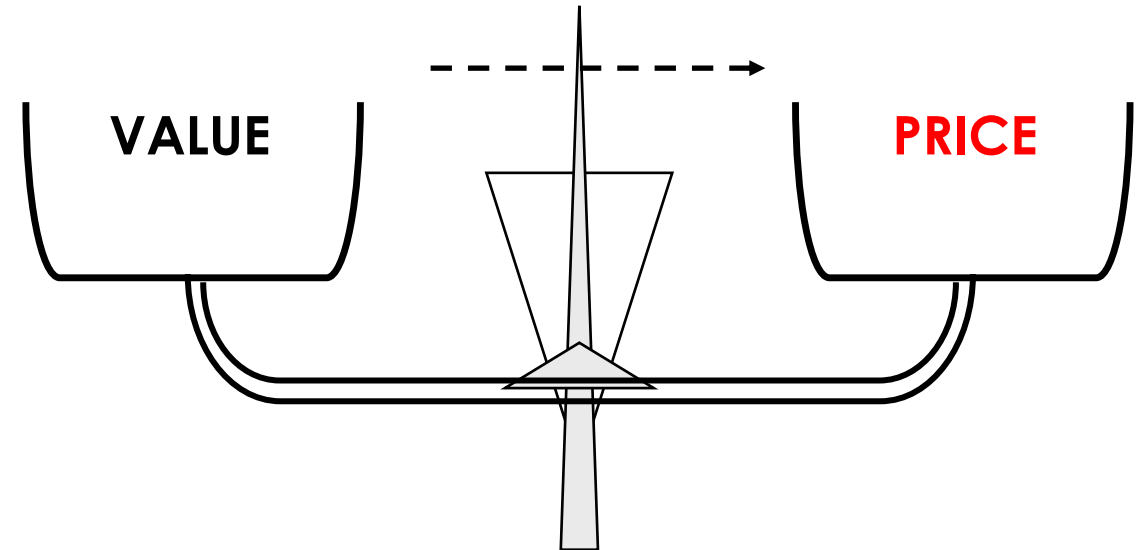
**NEVER TRUST A CLIENT TO CLOSE
WITHOUT YOUR **HELP!****

8. Price is NEVER the Problem

The natural reaction against the price objection is to justify why you are more expensive. That is a mistake. Price is never the real problem.

What is real problem then?

1. The price difference
2. The customer cannot recognize/perceive the value attached to that difference.



GOOD NEWS:

The client is already closed on HIS or HER price!

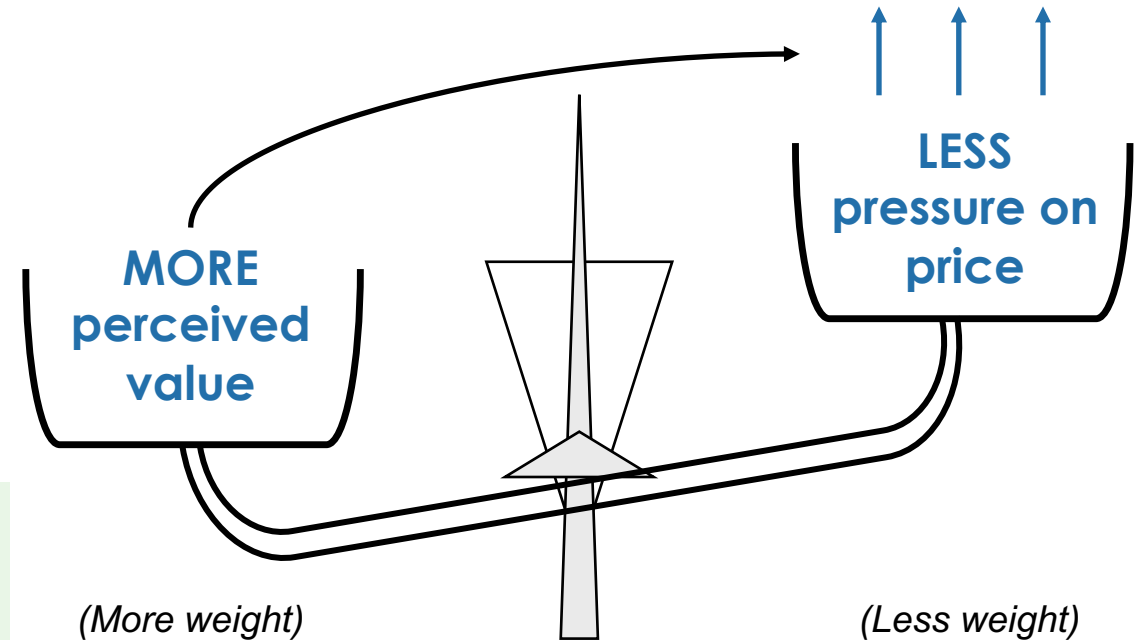
There are TWO mistakes you want to avoid when negotiating the price with a client:

1. Justify Your Price

You should NEVER justify a higher price. Justification is a recognition of fault. First-time buyers do NOT know what they are buying.

GOLDEN RULE #8-1:

FIRST, ALWAYS EDUCATE THE BUYER ON THE FULL VALUE OF YOUR PROPOSAL SO HE CAN JUSTIFY THE PRICE DIFFERENCE TO HIMSELF!

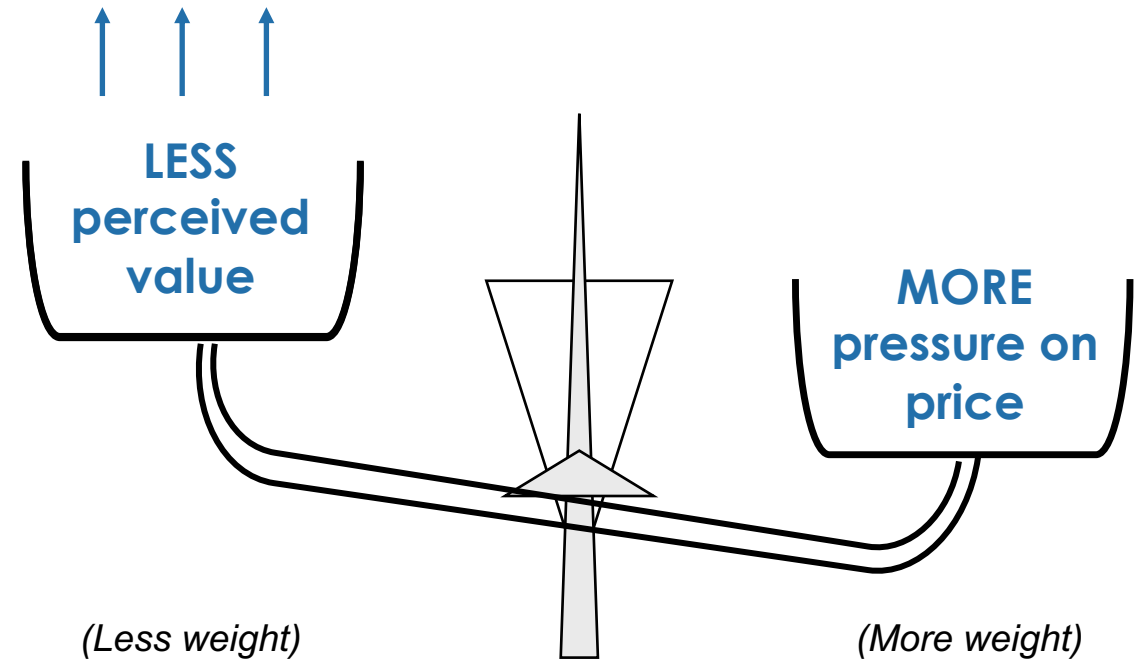


There are TWO mistakes you want to avoid when negotiating the price with a client:

2. Compromise with your price.

When you compromise too fast on the price you invalidate the value of what you sell. Once you compromise, (1) the client will ask for more and (2) you will lose respect.

The customer resists the price when he questions the value. He will question the value even more if you lower the price too fast!



GOLDEN RULE #8-2:

**INCREASE THE PERCEIVED VALUE OF YOUR PROPOSAL
BEFORE COMPROMISING ON THE PRICE!**



About Patrick Valtin:

Patrick has an extensive experience in the fields of Management consulting & training, on an international basis. He has traveled in more than 37 countries over the last 31 years and has trained over 140,000 business owners, executives and sales professionals in the areas of Personnel Selection, People Management, Sales, Sales Management, Marketing, Organization and Leadership.

Patrick is the CEO of [Hirebox](#) International, a talent acquisition consulting & training firm located in the Tampa Bay area (Florida). He is the best-seller author of [No-Fail Hiring 2.0](#) as well as the developer of the [Hire-Master Training KIT](#) and the Pre-Hire Assessment platform, [Hirebox.com](#).

*Patrick is the developer of the “**Client Success Optimizer**” online course, a unique sales talent acquisition, on-boarding & training program which helps employers (1) to hire great salespeople and (2) get them quickly operational and successful on the job. For more information, visit www.salestalent.academy.*



For more information on our
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