



SALES & FREAK OUT TRAINING

The success of our interactions with our clients comes down to asking them questions and actually LISTENING to their answers, taking in all of their information and being able to respond in an aligned, connected way with them.

Change isn't a matter of ABILITY
Change is always a matter of MOTIVATION

If we don't dig enough through the surface level objection and really tap into their identity pain points then we won't have a true connection with them. Every single person wants to be true to what they believe their identity should be and if there are gaps to where they are and where they believe their identity should be, then that causes pain points.

INITIAL PART OF CALL

We need to focus on identifying what the client's needs are and what their current vehicle is to get their needs met
eg.

Current need:	Not taking a wage and needing to pay bills
Current vehicle to meet needs:	Partner covering all of the bills at home

HOW DO WE CREATE INTENSE EMOTION RIGHT NOW?

Nobody is happy to be in debt, so when discussing needs that are not being met we need to align the emotional element to it by asking them "how does that make you feel" for them to align the need not being met with the emotional level.

The initial answer to this could be their glossed over version to their answer, but you know that the client saw a piece of marketing material and that it hit one of their pain points, and that is why they opted in to receiving it.

This conversation needs to be followed up with questions such as:

"Is that REALLY how you feel" or

"Is that REALLY the truth"



GET AN UNDERSTANDING OF WHAT THEIR PAIN POINTS ARE COSTING THEM RIGHT NOW

No one likes to admit that they are not doing well, and hence why we need to get to the real truth of what is going on by finding out what it is costing the student right now to continue doing what they are/not knowing what they don't know?

Get a common understanding of what it is costing you right now to continue doing what they are doing / not knowing what they don't know. Examples of this can be:

- Time
- Dollars
- Hobbies
- Relationship

*It's important that you don't talk to the points that the client does not align to in their identity

As you are talking to the relevant points, really drill into finding out how that actually makes them feel.

DISCUSS POSSIBLE TIMELINES OF PAIN POINT

When asking pain questions we need to ask how they feel:

Now / in the past / in the future

To really cement that they want to leave those pain points in the past

Notice when the clients guard is down and is receptive to the information you are providing for when you can leverage

Some of these signs will be the client:

- Not being as defensive
- Sighing
- Going quiet
- Having a change in emotion

We need to be able to recognise these happening as signs to move forward, or keep going through their pain points until we get them.



UNDERSTAND THEIR PLEASURE POINTS

This could come in the form of their:

- Discussion of goals
- Visualisation
- How they feel when 'x' happens

You can INFLUENCE better if you ALREADY KNOW what influences them

Tap into the identity of who they WANT TO BE

As Salespeople we need to have self awareness of where we are rating out of 10 for identifying both pleasure and pain points of clients.

UNDERSTAND THE INFLUENCERS OF OUR CUSTOMERS

Some of these could be:

- Money
- Time
- Family
- Fun
- Travel
- Certainty
- Identity
- Respect
- Less stress
- Role model for the industry
- Freedom to choose
- Feeling lost / wanting to know
- Debt free
- Accomplished / Stress

These are all the end results of what we are selling with the Program, completing the modules are just the way to get this



GREYSON CONSULTING 7 STEP PROCESS

We need to use leverage by tapping into the client's pain/ pleasure point to find out what is most influencing our clients.

STEP 1. Get a 100% understanding of where they are at right now

You must listen to be able to understand.

If you can't connect to them, we cannot do anything to help them change.

STEP 2. Be willing to go where you don't want to go and they don't want to go

If they are not telling you, you need to take control in finding out what that is. The point of doing this is getting leverage through pain/pleasure.

We want to be able to magnify and create more pleasure in their life for the future.

We want to paint the picture for them where they **MUST** go through time points of pain and pleasure - now, in the past, 5 years, 10 years time and make it a non-negotiable that this has to happen.

STEP 3. Disrupt the current scarcity story they are playing for themselves right now

Really dig into the story they are telling themselves and acknowledge things like, "that is a shitty thing, what else could happen if that continues, etc."

Scramble their language.

eg. Use curse language to break their thinking pattern. Point out what's wrong with what they think is right.

eg - If they are saying they are "not a numbers person", clarify that "you just have not been given the numbers in a way that you understand as yet"



STEP 4. Define the problem in solvable terms

For example, when people say that they are ok in the current situation.

Ask yourself:

- What does this person need?
- What does this person want?
- What is preventing this from happening?
 - Reasons could be mindset/influences from other people, partner etc

Then ask yourself:

- What is the problem they are facing?
- What is preventing the problem from being solved?

Have in your head how to fix the problem and then tell them that we have the solution to their problem.

STEP 5. Accessing empowering resources

Ask empowering questions like:

- What do you want to focus on instead?
- What do they want to be saying to you instead of <INSERT PAIN POINT>?
- Reinforce, “when <INSERT PLEASURE POINT> happens, what are you going to be saying to yourself instead?”

STEP 6. Link their pain point to their past and their pleasure point to their future

We help them create their new identity.

Paint the picture of what this new identity is by blowing up their goal and vision.

Enforce that this is what will be happening going forward, starting from now.



STEP 7. Repetition of words to enforce new conditioning

It may seem like a lot of scripts have repetition, however we use this repetition to condition the clients to know that their situation can change and be better.

eg.

- You don't believe that the egg can break
- You keep tapping on the egg
- The more you tap on the egg, the egg eventually breaks

Therefore, it is not going in circles. You need to be completely sure that they understand everything and if they don't like the process you can end the call, but you **WANT** to stay on the call with them.

If the customer mentions anything about it being repetitive. You can say this:

"I want to be completely sure that we both understand everything from each side and if you don't like the process I go through, that's cool, I can end the call, but I **WANT** to stay on the call with you so I can help you".

*Make sure you are mirroring their language - write down their exact words to utilise them in the conversation