

BEST SALES SYSTEMS EVER!



Best Sales System Ever

Foundation Principles

Sales basics...

What is the worst outcome when selling?

A great sales system avoids what?

S & H

Selling is?

A & R

Selling can create what?

F

A great sales system work on both?

I & O Selling

We all love buying, true?

I & O Selling

We can replace the word selling with?

C

What is the number 1 rule when selling?

We dont

What do we hate?

Being

What do we love?

B

What do we create?

B E

What is our buying environment?

It's how

We build up?

K L T

We create?

P E Connection

Selling is the forgotten?

T

Transactions

The three parts

Sales basics...

What are the part of every transaction?

I P C

List some of the transactions or touch points you have with clients

Write down some examples of a great introduction

Introduction

Write down some examples of a great close

Closing

Transactions

The three parts

Sales basics...

What are the part of every transaction?

I P C

List some of the transactions or touch points you have with clients

Write down some examples of a great introduction

Great to see you...

Write down some examples of a great close

See you next time...



Life Time Values Clients, not sales.

Sales basics...

My average client sale in dollars?
\$ _____

My average revenue per client is?
Per year? _____

My average client retention is?
Years? _____

A lot of _____ comes from a _____ bit of _____ from a lot of _____ all the time!

Notes

SYSTEM 1357® SALES



1 People First You!

People over everything. Other people and making sure they are getting what they need. What's their hot spot, hurt or need, then fix it?

But we can't fill from an empty cup.

Start with you, what are your goals and what is your why.

What's in it for you? Then, and only then, will you do what it takes to achieve your goals with discipline, grit, and determination? The attitude of doing whatever it takes? Then look at what's in it for others.

Why am I doing this anyway?

List some of your sales goals, your why

Why?

Why?

Why?

Why?

3. Can Analysis

Conditions Actions Needs

There are 2 sides to the CAN analysis. My CAN and theirs. In other words, what are my conditions, actions and needs? And what are their Conditions, Actions & Needs? Use either or both below. The CAN analysis is something successful people do. In fact, it's never done. It is always evolving

Conditions;

What's happening? These are not easily changed. Conditions simply exist. However, it's up to us to look at them. Are conditions getting better or worse? What happens if we do nothing in the current conditions? What will the conditions be like in the future?

What's happening?

Actions;

What are people doing? Are people doing anything, is there an opportunity to fulfil a hot spot, is there a problem or pain point for them that's creating demand? When people have a problem or are in pain, we can solve that problem, and then we can sell them something.

What's doing?

Needs;

What do people need? The good thing about recognising needs is that we can either fulfil or create needs. What do people need now and in the future? What products and services do we have to fulfil those needs, or how can we create the need?

What's needed?

5 The 5 Systems of Successful People

Business Judo® - Time Duplication® - Business of Thirds® - Rule of 100™ - Sugar & Cream®

Quickly collect information about your potential leads.

Who

What

When

Where

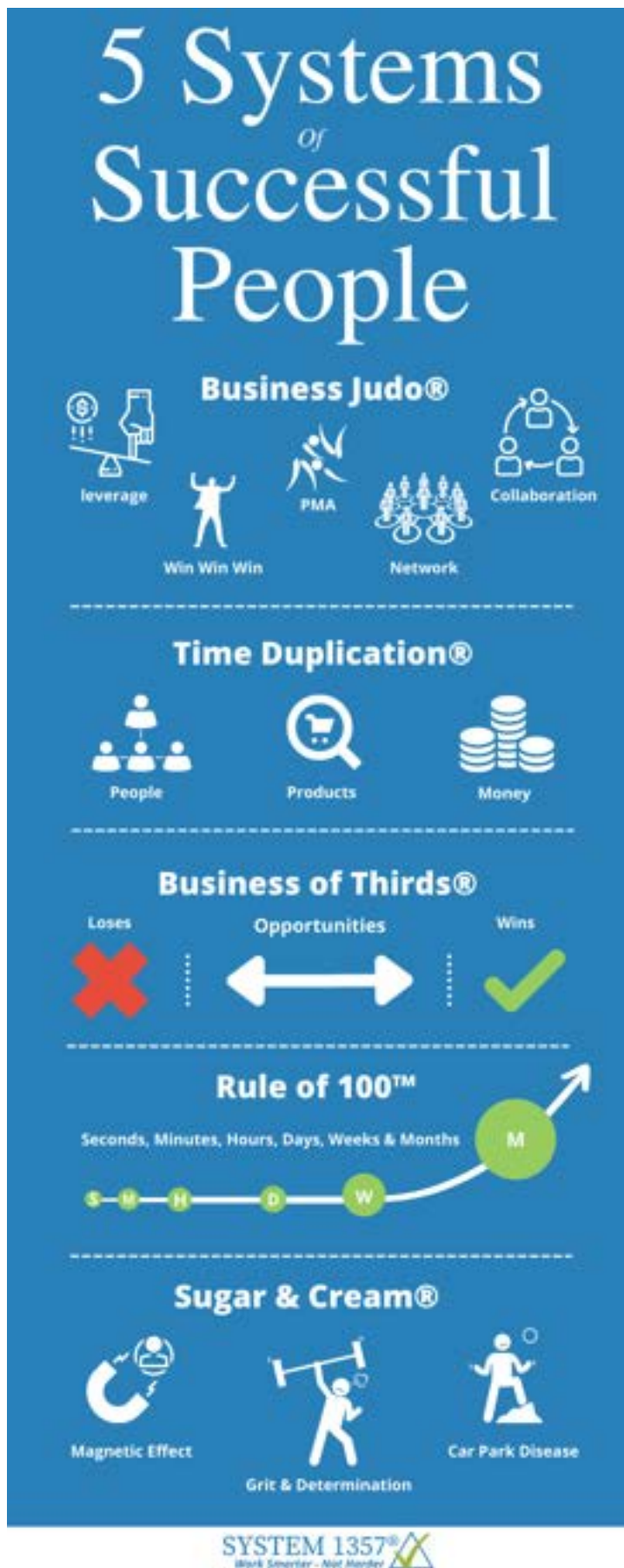
How

Why

WIIFM

What are Facts and Information You Can Share

5 The 5 Systems of Successful People



**Read the book
5 Systems of Successful People
for more.**

my.system1357.com/books/

5.1 Business Judo®

Business Judo®, one way to describe Business Judo® is the art of leveraging others and situations to our advantage.

And Business Judo® is a deliberate action and system used to achieve results in half the time.

List how you can use the 5 habits of Business Judo® to sell more.

PMA: Positive Mental Attitude

Collaboration

Leverage

Network

Win Win Win

5.2 Time Duplication®

Time Duplication® is the one system every successful person understands! They duplicate themselves, their products and their money.

Anything you do over and over again is insanity. Avoid single use of time.

List how you can duplicate your time to sell more.

Myself

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Products

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Money

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

5.3 Business of Thirds®

Business of Thirds®, this is how selling works, a third of people will probably buy, a third of people are probably never going to buy, and the other third is an opportunity.

The third in the middle are the people who will go either way, depending on our conversation and presentation and what we say, do, and when



Discuss your tactics maximise on each 1/3

Top 1/3

Opportunity 1/3

Bottom 1/3

5.4 Rule of 100™

Rule Of 100™ is about the checkpoints, and every transaction has these checkpoints. It's the first 100 seconds, minutes, hours, days, weeks, and months. The first hundred seconds, minutes, and hours that's generally, that's our introduction stage. The first 100 days and weeks that's our development and training stage after that is our retention stage.



Discuss your tactics at each checkpoint, what can you do in sales or retention?

Onboarding - Introduction	<i>Seconds (fast start)</i>	<hr/> <hr/> <hr/>
	<i>Minutes</i>	<hr/> <hr/> <hr/>
	<i>Hours</i>	<hr/> <hr/> <hr/>
Training & Development	<i>Days</i>	<hr/> <hr/> <hr/>
	<i>Weeks</i>	<hr/> <hr/> <hr/>
	<i>Months</i>	<hr/> <hr/> <hr/>
Retention		

5.5 Sugar & Cream®

Sugar & Cream®, and when it comes to selling, many people look for the cream sales, those cream clients, which is fair enough. If we can get them, then why not?

But there are lots of clients, sugary clients wanting to be looked after.

Sugary clients, do your 7 W's?

Who

What

When

Where

How

Why

WIIFM

Cream clients, do your 7 W's?

Who

What

When

Where

How

Why

WIIFM

5.5 Sugar & Cream®

CPD (Car Park Disease) and RPD (Rich Persons Disease) are real, back at the start of System 1357® we spoke about your why, this will help here.

How can you avoid RPD and CPD

What can I do to create a magnetic effect?

7. The 7 Time Tactics of Successful People

Time is the enemy, right? And it's the one thing we all want more of, but we all get the same amount of time. You can't actually buy more than anyone else, so we need time tactics to make the most of the time we have. Think of these 7 tactics and our tactical response to creating the environment for people to buy.

7.1 School Teacher Hours

This is a great tactic as we all went to school, so we all know how that system works. So in sales, creating our school teacher hours leads from the front, scheduling our days, weeks and months. We know when we are prospecting, following up, or marketing, and so does everyone else. If we don't schedule our days and time, someone or something else will, don't they?

Plan and set aside time blocks for emails, phone calls, product development, or whatever we need. Although at school, we were given that system, and successful people create their own, so they are in control. Successful people don't turn up to work and "see what happens today". They already know.

What does my week look like?

Monday	_____
Tuesday	_____
Wednesday	_____
Thursday	_____
Friday	_____
Saturday	_____
Sunday	_____

7. The 7 Time Tactics of Successful People

7.2 Mud Maps

The plan is messy, just like someone giving us directions somewhere. They give us their mud map verbally or written, sometimes simple, yet sometimes with too much information.

So in sales, it's important to use this tactic to mud map clients and share with them what they can expect next. For example, when is our follow-up with more information? That way, we are not bugging them. They are expecting us. Once they become a client, what's next, what do they need to do, and what are we going to do?

Mud maps are a successful tactic as they and we all know what to do or expect next.

What's my mud map system for follow up?

What's my mud map system for on boarding?

What's my mud map system for retention?

7. The 7 Time Tactics of Successful People

7.3 1440

1440, that's how many minutes there are in a day, and we never get them back. So we need to use them wisely.

There are 1440 minutes a day, 7 days a week, and 52 weeks a year. I believe successful people don't care when they succeed, and they will take as much time as it takes. They don't do 9-5, 5 days a week!

Mud Maps, School Teacher Hours & 1440

Mud Map - Tentative Schedule

School Teacher Hours

Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
AM 1	AM 1	AM 1	AM 1	AM 1	AM 1
AM 2	AM 2	AM 2	AM 2	AM 2	AM 2
PM 1	PM 1	PM 1	PM 1	PM 1	PM 1
PM 2	PM 2	PM 2	PM 2	PM 2	PM 2

7. The 7 Time Tactics of Successful People

Mud Map - Tentative Schedule

24 Weeks

Week	Week	Week	Week	Week	Weekend
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24

Mud Map - Tentative Schedule

12 Months

Month	Month	Month
Jan	Feb	Mar
Apr	May	June
July	Aug	Sept
Oct	Nov	Dec

7. The 7 Time Tactics of Successful People

7.4 Rule of 10 Triaging

The rule of 10 is how we triage time stealers. Everyone wants our time, don't they? Something can seem really urgent to them, and they want an answer right now, but we are in the middle of something. Many use the quadrant of urgent, important, not urgent and not important, but theirs are the two sides, ours and their view of what's urgent.

So the rule of 10 is to ask this "if I do nothing for the next 10 minutes, will the sale get better or worse"?

What can I leave for 10 minutes, hours or days?

What can't I leave for 10 minutes, hours or days?

7. The 7 Time Tactics of Successful People

7.5 SMARTER Goal Setting

Smarter goals. Specific, Measurable, Achievable, Realistic, Time-bound, Evaluate and Reward.

The thing is, who we are selling to also has goals. They are trying to achieve something, eliminate pain, or get rewarded for what they have achieved. It's our job to help them with that, a simple transaction like buying a coffee can still use a micro version of smarter goals, but the long-term sales, like houses and cars, we can definitely use this system.

By setting a smarter goal with clients, we fulfil their needs and think about the mud maps again, but this time with a result, the delivery of what they have purchased. Buying goals is a tactic for us to use as we create an environment for people to buy and become clients.

What is a smart goal for a client?

Specific - What do they want?

Measurable - Is this an improvement?

Achievable - Is this doable?

Realistic - Are our expectations aligned?

Time Bound - Do we have the time?

Evaluate - When are we checking on it?

Rewards - WIIFM

7. The 7 Time Tactics of Successful People

7.6 Xtra Mile

There are 2 sides to the extra mile club, and there is the over-deliver, under-promise tactic in sales. In other words, always be seen as having gone the extra mile to satisfy clients. That could be as simple as communicating about the transaction by going above and beyond while building our buying environment.

What are some of the tactics you can use to go the extra mile?

Me personally to achieve my goals?

What can I give extra to the client without it costing me any extra?

7. The 7 Time Tactics of Successful People

7.7 One Turn

This is a sports tactic, and it's about focusing on the moment. The only thing that matters is the moment or this one turn. The phrase sports people use is one turn at a time. Focus on the now. So in tennis, it would be one serve, one game, one set at a time. Or in golf, one swing, one hole, one game at a time.

In sales, this translates to one person, one conversation, one sale at a time. So when everything else is said and done, the only thing that matters right now is to ensure this sales and client happens.

What are some of the distractions we need to eliminate to focus on our 1 turn, the now?

Social Media

System 1357®



Notes 

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4 LEVELS OF THE HUMAN MIND



The 4 Levels of the Human Mind

The 4 Levels of the Human Mind is a system that quickly shows us where their thinking is at

There are 2 sides to the 4 levels, what are they? O _____ & T _____

What are some examples of people in the 4 levels?



Closed



Open



Confident



Belief

The 4 Levels of the Human Mind

Closed Minds. We can tell when someone's closed-minded. They are ghosting us or not responding, and we are not going to get very far with someone who's closed-minded, are we? So how do we handle someone who's closed-minded when we believe we've got a product or a service that's good for them?

How do we know someone is close-minded?



Closed Signs

What can we do with a closed-minded person when selling or prospecting?



Closed Actions

The 4 Levels of the Human Mind

Open mind assumption is the best when it comes to sales. In other words, we don't become overconfident in believing that a person's ready to buy now. So the safest option at all times is to assume everyone's at an open level, and that's also the best spot to start any conversation. Even if they ask hard questions like, "how much is it"? It's important to know they are really asking, "can I have some more information".

How do we know someone is open-minded?



Open Signs

What can we do with an open-minded person when selling or prospecting?



Open Actions

The 4 Levels of the Human Mind

The confident mind, the confident level of the human mind, is the first level that a successful transaction can happen. To what degree are they confident? Only time will tell. None of us buys something that we don't have confidence in, even if it's just a coffee.

How do we know someone is confident-minded?



Confident Signs

What can we do with a confident-minded person when selling or prospecting?



Confident Actions

The 4 Levels of the Human Mind

Belief Minds, Believers are those who believe in everything we do. I have my favourite coffee shops, restaurants, clothes, surfboards, and products I know that satisfy me every time, and I tell all my friends that the best is these, meaning I am a believer.

How do we know someone is belief-minded?



Belief Signs

What can we do with a belief-minded person when selling or prospecting?



Belief Actions



The 4 Levels of the Human Mind

Notes 

A large rectangular area with a blue border, containing 20 horizontal blue lines for writing notes.

THE POWER OF GREAT QUESTIONS



Hey!! Are you listening to me??

I'M NOT SCREAMING; LOOK AT ME!

You talking to ME!!

Improving my argument didn't work, so now I'm raising my voice.

I said you have to ASK for the close!

Did you get my last email about buying our product?

Can you HEAR ME NOW?

I told you so!!!!

As per my last email.

If I speak louder, maybe they'll be convinced.

Look at me when I'm talking to you.

Stop telling me what to do!

The Power of Great Questions

It's said that ask what the problem is and then sell them the solution. And that's right, isn't it? That is absolutely true! When we have the solution to a problem, then life in sales is easier because people will buy, it's true! The problem here is that people are told to find the problem.

Most sales training will teach us to ask many questions to find their problems. But that's not a good use of questions. Because questions will either make or break the environment we are creating for buyers. Our questions must be the right questions at the right time and make people feel comfortable with us.

What is the golden rule of questions?

We _____ a _____ we _____ the _____ to!

The biggest why's are?

Because there is more chances of a _____ or a _____ response.

List 3 reasons why we don't ask questions we don't know the answer to.

1:

2:

3:

Whats the secret to asking questions?

We _____ them the _____ first! Then we _____ a _____ based on those _____.

List out how you can give them your answers . Like someone asking "how much is it"?

1:

2:

3:

4:

5:

6:

Answering: *How much is it?*

Remember, when a client asks about the price, they are usually asking for more information. Generally, we respond by answering the price question without the price and with pre loaded answers as options, in other words, answering and giving prospects the answers and more information so we can then get them the right price.

List 5 ways you can answer "how much is it?" and give the answers to them:

1:

2:

3:

4:

5:

Socrates Successful Method

Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast, Toast. What do we put into a toaster? _____

Socrates successful method is?

If we ask a _____, or a series of _____ to which our _____ will readily _____, then ask a _____ based on those _____, we _____ a _____!

Modern or alternative socrates successful method is?

If we make a _____, or a series of _____ to which our _____ will readily _____, then make a _____ based on those _____, we _____ a _____!

3 Reasons we ask Questions

As we know from Socrates Successful Method that when we ask a series of positive questions to get a positive result. Meaning when we ask negative questions, we get negative results.

Nobody means to ask a negative question, yet sometimes they come out, and we don't mean to do it. So to keep things simple, there are only three reasons why we ask questions.

What are the ONLY 3 reasons we ask questions?

- 1: To get _____
- 2: To direct _____
- 3: To obtain _____

Questions to Keep our Conversation Going

List some questions that keep the conversation going

Is that OK? _____

Think Rhetorical Questions

By asking questions that we do not really need an answer to and that we assume their answer will be a yes or a positive answer. This is arguably the best system to use in questions.

Make a list of perfect rhetorical questions

How good does this look? True? Others love how this works, it works great hey?

Answering a Question with a Question

The rule here is we never answer a question with a question!

Someone asks, "how much is it" and we reply "how much is your budget"?

There's a better way! Use all the other systems you have learnt already to do this better now.

What are 10 questions you get all the time, now answer them without a question

Negotiation is Buying

When someone starts to buy, especially in larger transactions, they will naturally start to test us as part of their negotiation, which is good news. These tests can be simple as asking, "what's your best price"? Or "can I have it today"? Or "how long to get started"? Or "will it take long"?

These are all buying and negotiation questions from them.

The buyer is looking for reasons to say yes or no. We don't need to be offended when someone wants to negotiate.

Very few people will ask:

I d_____ u_____ the v_____ yet, can y_____ t_____ me m_____?

When someone wants to buy, before they say yes, generally they will be thinking is this the best deal, true? So negotiation really is a _____ answer, all we have to do is satisfy it.

Some Comments we Must Avoid

What we say makes or breaks our sales, and there are some habits that sales people form, albeit accidentally, or with the best intentions, what are the 2 classics to avoid.

Are y_____ s_____?

Why do we avoid this? It q_____ them. They hear "are y_____ s_____?"

You get b_____ t___ me!

Why do we avoid this? Because we are l___ c_____, it's our job to be a salesperson.

FEATURE ADVANTAGE BENEFIT FAB



FAB is so easy to remember. It allows customers to understand the advantages of our products and services, meaning they know what the benefit is for them. (That was a FAB sentence)

FAB is an old-school system that still works and will always work in sales as prospects want to know more about what they are buying and why it will solve their problems or fulfil their needs.

FAB addresses the 'so what' question people are thinking while buying something. We are talking away, and we think people are listening, but really, they are thinking, so how is that good for me, and talking benefits does that for us.

FAB

Features everyone can see, people can see it's a red or black car, it's got leather or cloth trim. And they can see features in our products and services too. But when someone asks us a question about a feature, what they really want to know is the advantage and benefit.

And even if they haven't asked us a question, and anytime we talk about features, then we need to talk about the advantage and benefits. That's exactly what makes people buy, not the feature.

Feature are?

The f_____ itself.

Advantages are?

The a_____ of the actual feature.

Benefits are?

The b_____ of the feature to the b_____.

2 other ways of thinking about FAB is:

1. WIIFM W_____ i_____ i_____ f_____ m_____.
2. s____ w_____?



3 MINUTE MIRACLE

Helps repair 3 months of damage in 3 minutes

Pantene Pro-V 3 Minute Miracle Daily Treatment instantly melts into hair to leave it deeply conditioned down to the core, without weighing it down. It's for your hair when it needs more love than a regular conditioner. Transform dry, damaged hair and protect it from damage caused by styling and external stressors with this deeply hydrating treatment. It is infused with a unique Pro-V formula that is easily absorbed into your hair's core, deeply hydrates your hair, and repairs damage from root to tip. Upgrade your everyday routine with intense moisture.

*repairing hair surface damage vs. non-conditioning shampoo, with regular Pantene regimen use

Selling a Pen



Blue
Black
Ballpoint
Plastic
Clicker

Twister
Lids
Clear
Thick
Grip

Pick a pen in this bunch, now make a list of 10 feature, advantages and benefits

Feature	Advantage	Benefit

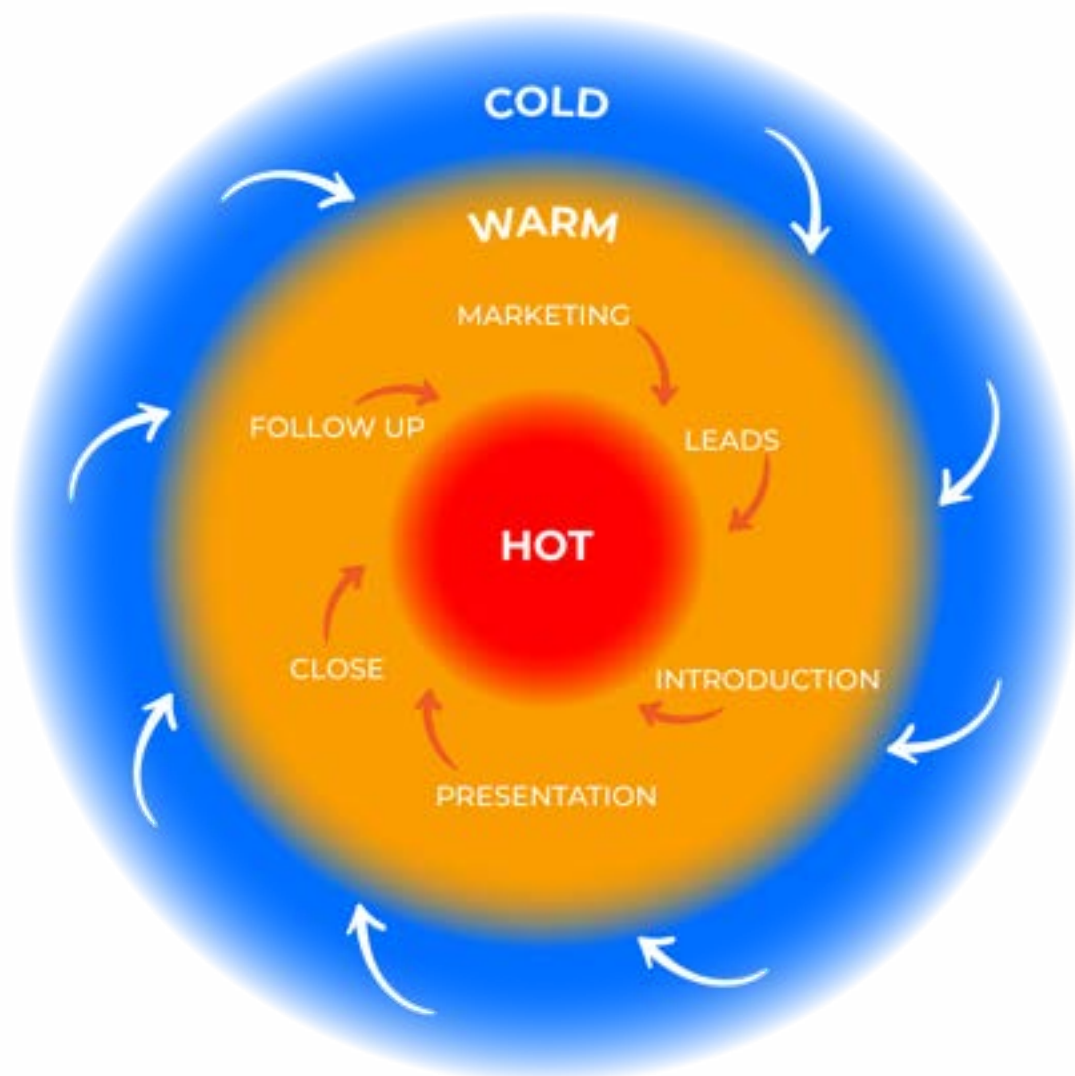


FAB

Make a list of all your feature, the advantage, then the benefit

Feature	Advantage	Benefit

COLD WARM HOT ZONES



Cold Zone

Make a list of some of your cold zones.

Make a list of what actions we can do with people in our cold zone

Remember, we can have zones within zones.

A cold zone in our hot zone.

Warm Zone

Make a list of some of your warm zones.

Make a list of what actions we can do with people in our warm zone

Remember, we can have zones within zones.

A warm zones in our hot zone.

Hot Zone

Make a list of some of your hot zones.

Make a list of what actions we can do with people in our hot zone

Remember, we can have zones within zones.

A hot zones within our hot zone.

Working Your Zones

People also go from cold to hot. What we say, do and when matter also.

Make a list of goals in our cold zone

1:	_____
2:	_____
3:	_____
4:	_____
5:	_____
6:	_____

Make a list of goals in our warm zone

1:	_____
2:	_____
3:	_____
4:	_____
5:	_____
6:	_____

Make a list of goals in our hot zone

1:	_____
2:	_____
3:	_____
4:	_____
5:	_____
6:	_____

Working Your Zones

The **pull effect** means we don't push. That's old-school thinking. We pull people in. We attract people to us, the cycle is an inward vortex, and that's later in the book when we go through the business and sales cycle.

The **magnetic effect** also has a pull effect, but the second force of the magnet is the stick, which means what happens after someone buys from us and what we do next.

Make a list of things you can do to create the pull effect.

1:	<hr/>
2:	<hr/>
3:	<hr/>
4:	<hr/>
5:	<hr/>
6:	<hr/>
7:	<hr/>
8:	<hr/>

Make a list of things you can do to create a magnetic effect.

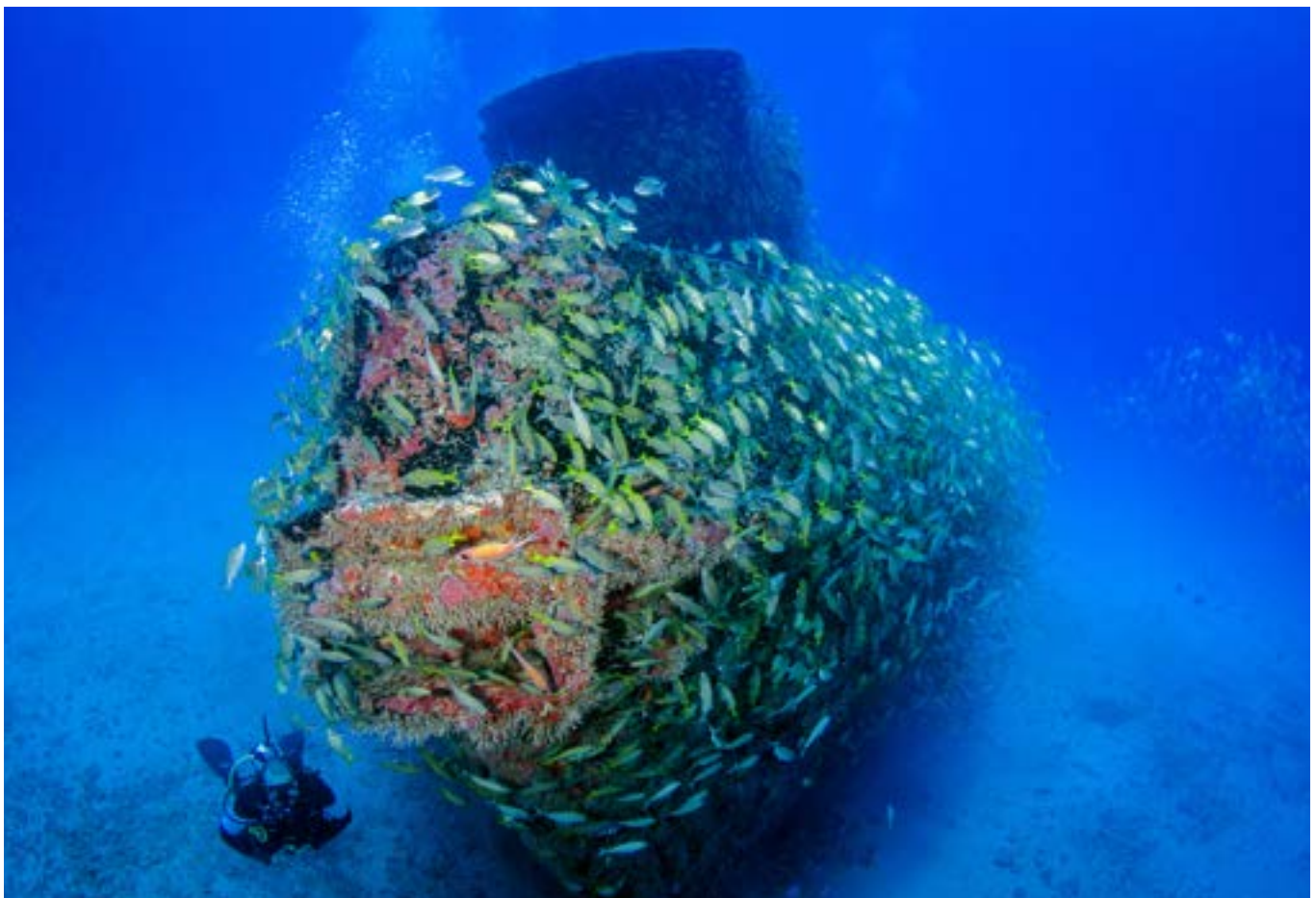
1:	<hr/>
2:	<hr/>
3:	<hr/>
4:	<hr/>
5:	<hr/>
6:	<hr/>
7:	<hr/>
8:	<hr/>

ZONES

Notes 

Lined area for notes with horizontal blue lines.

FISH ATTRACTING DEVICE (FAD)



FAD

What are some of the best FAD's ever?

McDonalds - Ronald McDonald

FAD

Some call it their brand or unique selling proposition (USP), which all form parts of our overall FAD. Our FAD is more than one thing alone, and it's the collective of deliberate actions we take to attract the right clients that make up our FAD.

Sometimes our FAD can be natural or made up. We were on a pier that was man-made, and so is a sunken ship or marina. Whereas natural FADs are reefs and headlands. For example, in a restaurant overlooking the ocean, their view is FAD, right? But what about a restaurant that does not have a view? They have to make their FAD and create events like a live band to attract people.

List ways you can use existing or natural FAD's

List new FADs' you can create

FAD



Notes

Lined writing area for notes, consisting of a large rectangular box with a thick blue border and horizontal blue lines inside.

TROJAN HORSE



Trojan Horse



Successful businesses intentionally use this Trojan Horse system all the time. In my opinion, there have been a few amazing Trojan Horses in business. I will use three tech examples, Microsoft, Apple and Google.

What are some of the best Trojan Horses ever?

Apple - iPod, iTunes

BROCHURES DON'T SELL



We are the salespeople, not our brochures and business cards.

But they do have a place in our selling systems. Let me explain the best system to use with these.

So marketing material does not sell, they have a great place in sales as a presentation prop, but a brochure can't have the same quality conversation we can

Brochures Don't Sell

Why don't brochures sell?

What are brochures good for?

Remember: Unless a brochure has a great call to action, a discount, etc., then people rarely buy on price alone or from a brochure.

Although they can work for a discount Tuesday at the local pizza shop.

Brochures Don't Sell

What's your objective of giving out a brochure?

What are some things I can say while I hand out a brochure?

What are some ways you can give great follow-up?

Brochures Don't Sell

Notes 

A large rectangular area with a thick blue border, containing 20 horizontal blue lines for writing notes.

INVOLVING CLIENTS



Tell me, I'll forget!

Show me, I may remember!

Involve me, and I'll understand.

Involving Clients

How can you involve people in your sales presentation?

We have 2 _____ and 1 _____, we should use them accordingly.

Listen, listen _____, talk, talk _____.

Possession is 9/____ of the _____.

What's B2B?

List 3 B2B activities:

Involving Clients

Client retention, list some ways you can involve clients for retention:

What are some deliberate mistakes you can make?



Involving Clients

Notes 

A large rectangular area with a thick blue border, containing 25 horizontal blue lines for writing notes.

BODY LANGUAGE



If only we knew what buyers were thinking!

The good news is that we can, and that's by their body language.

Body Language

The 4 Levels of the Human Mind are Closed, Open, Confident and Belief.
What are some of the things we see in people at each level?

What do others say and do?



Closed



Open



Confident



Belief

Body Language: *The Mirror Effect*

The mirror effect or mirroring is when we reflect on what prospects h____, d____, and s____.

What are some ways you can mirror your prospects?



Using l____ h____ to direct a prospects mind and attention.

What are some ways you use "look here"?



Body Language:

What happens when we stop talking? They s_____ to t_____.

What are some ways you can encourage responses?

A large rectangular box with a blue border, containing eight horizontal blue lines for writing.

List all the words we can need to replace and their replacement.

A large rectangular box with a blue border. It contains the text "Can't - Can" followed by a horizontal line, and "Don't - Do" followed by a horizontal line. Below these are five more horizontal blue lines for writing.

List all the price belittling words we can use:

A large rectangular box with a blue border. It contains the text "Only" followed by a horizontal line, and "Don't - Do" followed by a horizontal line. Below these are two more horizontal blue lines for writing.

