

## Module 4

### Lesson 1: 7 Sales Basics

Hey guys, welcome back to module 4 lesson 1. In this lesson. We're talking about the sales basics and the things that you should know about sales. What we want you to get out of this lesson is the sales essentials and how to handle the objections. The objections are probably one of the hardest and trickiest part of the sales process and today we're going to touch on that a little bit and a little bit more detailed.

The 2 areas I want to cover most are the basics of selling and what you need to know about sales and how to handle objections. Cool so let's get into it. Sales is all about relationship building. For those of you that think sales are just like 'yeah these are quick wins!' Let's get the customers in and sell them and then they can be out the door on their way. It's totally the wrong way to think about it. Sales is all about building that relationship with the customer. Being able to build that rapport, being able to build that relationship with them over a long term period because as you all probably already know, selling to our current customers are a lot easier than trying to find a new customer and having to sell to them. But one of the biggest things that we find is that people don't actually train themselves how to sell or they don't spend time in learning about sales which is probably one of the most awkward things really, because it's one of the most important things for your business. A very few people actually spend the time learning how to sell. With this lesson, we're going to teach you about the back to basics information and go through the 7 sales basics of what you need to know in regards to sales.

The other thing that you need to know about sales is it's a game of numbers. You may have heard Nick talk about this before and it's entirely true, the more that you can approach, the more that you can get into the funnel at the top end of your sales cycle the better. Hopefully, they will funnel down, convert really well and obviously that will lead to a maximum amount of revenue for your business but sales is a game of numbers, the more people that you sell to, the better off you're going to be long-term.

So now what we're going to touch on are the 7 sales basics. These are the basic steps or the basic areas that you need to know in regards to your sales process. It's really important to understand all 7 steps so you get a really good grounding and a really good understanding for how the sales process works.

1. Okay let's kick off with number 1 - prospects. Prospects are potential customers. Customers that don't already know about you or they have not bought from you but they're looking at you at maybe 3 or marketing channels, they've seen you online, they've been recommended or referred to you by a friend, prospects are people that haven't bought from you yet but are willing to purchase from you in the future.
2. The second stage is called the contact. This is really important because this is really the make or break whether a prospect's going to work with you or do business with you or whether they're going to head somewhere else. Contact is really important from a business to consumer perspective. You need to be open, you need to understand how the consumer works and really understand the client avatar, we've spoken about that in previous lessons, but making that first contact and how you make that first contact is really important.
3. The third step is qualify. So qualifying the customer so that you know what products and services that you sell will suit them best. Qualifying is done through asking the customer uncovering questions by asking him the right amount of uncovering questions and the right questions in regards to your products, you'll be able to easily aim them and direct them towards the best products and services that suit their needs.
4. The fourth part of the sales, the sales basics, is presenting. So presenting, really is about presenting your products and services to your customer. Whether that's through a demonstration, a trial, a video, whether you get them to actually come and use the product themselves for a little bit. All about presenting it and showing the benefits to that consumer. The fourth stage is really important because that's really how the image of your product and service is going to be portrayed and presenting them with enough knowledge and insight so that they can make an informed judgment about purchasing your products or services.
5. The fifth step in sales basic is handling objections and we're going to speak about this in the next part of this lesson. This is probably the trickiest part of the sales process, you really have to understand what the objections are of the customer and close the gap on those and then lead them towards or transition them to

actually making the sale. This is really difficult so we're going to touch on this soon.

6. The sixth step is probably the most crucial step in the whole sales basics process. This is the close step and we have dedicated a whole lesson just on how to close so you'll see that very soon but closing is so important. There's a few elements that you really need to know, most people don't even ask for the close so you'll learn about that soon but knowing how to close effectively can really increase your conversions at the other end of the sales process.
7. And the seventh and last step is all about referrals and nurturing. Referrals is all about how a customer likes your product so much that they're willing to tell others about it and maybe refer other business towards you and nurturing is about putting your customers into a nurture cycle through your CRM which we've also spoken about in another lesson so that you can nurture and communicate with your customers on a regular basis.

So let's go through the seven sales basics again:

1. Number 1 is your prospects or your potential customers that may be buying from you in the future
2. Is all about contact - how are you in contact with your potential customers?
3. Is all about qualifying, asking those uncovering questions
4. Is all about presenting, presenting your products and services to the customer
5. Is all about handling objections or how are you able to handle the objections of the customer
6. Is the all important closing, we've got another lesson coming up on this one.
7. Goes into referrals and nurture cycle of the customer. So referrals getting referrals from your customers to others to come and shop from you and putting your customers into a nurture cycle so you can communicate with them on a continual basis

So let's talk a little bit now about handling objections. Now handling objections is probably one of the most difficult part of the sales process. You really have to figure out what the objections are from the customer or the consumer and find out why they may not be purchasing your products or services. The key thing to think about here is what other main objections that are stopping them from making that sale. What other main thoughts that are going through their heads, what are they thought processes in regards to why they may not be purchasing from you and what I want you to do is actually complete an exercise for me which is listing out all the reasons why a customer may not be purchasing from you. It's all about identifying the barriers and the weaknesses to actually purchasing and then being able to overcome them and closing the gap and we're going to speak about that in a second but if you start identifying the main objections, then you can actually work methodically through the list and work on being able to overcome those barriers so hopefully you can convert more in the future.

Let's look at some common objections that we find from all of our clients with their customers that they have:

1. Price - price is probably the biggest objection with any customer. Maybe your product or service is too expensive or maybe they just can't see the value in it
2. Location - whereabouts are you based, is your products or services suitable for your customer that's wanting to purchase from you. Do you need to get your products or services to that customer in that desired location?
3. Features - how many features does your product or service does offer? And does it suit the needs of the customer?
4. Is all about timing - is it the right time now for the customer to be purchasing from you? Or is it a time issue where the customer needs your product or service right now or in a week and are you able to deliver on that?
5. And suitability - is your product or service specially suited to that customer? Perhaps they're not a customer for you right now maybe they'll come back later on but that's another objection so we're looking at different objections and learning how to overcome those and we're going to speak about that right now

So now we're going to look at the 3 main areas on how to handle the objections that your customers might have. Hopefully by now, you've outlined a few objections as to why your customers may not be purchasing from you but now we're going to look into how to overcome those and beat down the barriers that you can close more sales.

1. One of the biggest things is reassurance. We want to make sure that we can reassure the customer and show them that our product and service is actually perfectly suited for them. If you speak into your ideal client or your client avatar, sometimes people need just a little bit more reassurance about why purchasing that product is going to be so beneficial for them. By outlining your objections and providing a little bit of clarity about what you offer, sometimes it's enough to transition them to the next part of the sales cycle
2. The second part really is providing them more information. Providing a little bit more information for the customer so that they can make a more informed decision before they make that purchase. Some customers just need a little bit of more information and you need to give them a little bit more education about what you're trying to sell, product or service-wise to them.
3. The third step or the third stage is closing the gap. So now you've identified what the objections are, you've provided a little bit more reassurance and give them as much information as you can, now you need to actually close the gap between where they're standing and where you want them to be in the sales cycle. To work on closing the gap effectively, you want to outline the benefits to them of your products and services, you want to be able to show them very clearly that your products or services suited to them that suits their needs and you can build a story around how it's going to benefit them in the long run providing reassurance, providing a little bit more information and trying to close the gap on those objections, hopefully that will work towards you closing that sales in the future

So some of the lesson takeaways for this lesson include:

1. Sales is all about relationship building. It's not just about the dollars and cents. You've got to build relationships with your customers particularly if you want them to purchase from you on a long-term basis.
2. Sales is all about a game of numbers and like what I said before, Nick speaks about this. It really, really is true. The more people that you can appeal to within your market, the better.
3. Understanding the 7 sales basics. Once you understand all the sales basics from one which is your prospects through to your number 7 which is your referrals and your nurturing campaigns then that will give you a better understanding, a better grounding on how your sales cycle will work
4. Is about practicing and handling those objections. Like I said it is the trickiest part in the sales process, so you really want to work out on it. You want to identify what the objections are, work on the reassurance, providing more information and close that gap

Make sure you fill out the google form that's linked with this video and in the next lesson, we're going to be speaking about how to close. And if you need anything out or if you have any questions, please feel free to reach out to us. Email us at [ask@nickpsaila.com](mailto:ask@nickpsaila.com) or hit us up on our Facebook page. I'll see you in the next lesson.