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Sales Rehab

For salespeople
who are addicted
to persuading,
convincing and
coaxing



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The 12 Steps



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1. It's not my job to talk people into buying.

~~If I could 10X your revenue would you be interested?~~

~~This pill will 2X your energy.~~

~~This time share is a no brainer.~~



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2. My job is to illuminate a potential problem and listen without having expectations.

"Are you folks using spreadsheets to calculate commissions or is it more of an automated process?"



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3. I'm not for everyone.

*"We deliver grass fed beef
to your door."*

"I'm a vegan."

"Sounds like we're not a fit."

*If you want to sell meat
find meat eaters.



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4. Let go of assumptions.

"Do you record calls?"

● *"We sure do! It's awesome!"*

"Too bad. Legal doesn't permit us to record calls."

● *"It seems like call recording is important to you."*

"Well actually..."



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5. I'm going to understand objections not overcome them.

"Your price is too high."

"It sounds like you're comparing this to what you have or something you've seen."



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6. I AM going to take no for an answer.

"I can't talk. I'm in a meeting!"

"No problem. I'll call you later."



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7. There's no need to have unbridled enthusiasm. I can be my relaxed chill self.

"How's your Friday going?"
(Heidi Briones)



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8. I don't have to know
all the answers.

*"I don't know. Let me
check and get back to
you tomorrow."*



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9. Truth over transaction.

- *"I'm calling to follow up on the contract."*
- *"It seems like you'd like to push this to Q3."*



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10. Don't ask prospects to admit they have no power.

- *"Are you the decision maker?"*
- *"In addition to yourself, when decisions like this get made, who else gets involved?"*



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11. Fruit doesn't grow faster because it's the end of the quarter. Provide water and sunlight. Be patient.





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12. Prospect don't resist change. They resist being changed.



"I noticed your window is cracked. Why haven't you fixed it?"



"I noticed your window is cracked. I know you have a lot of your plate with the home renovation. Would you like to get it fixed or hold off?"