

# SALES HACKS

Take 1 or 2 of these and implement daily for 21 days.  
Track your results and let us know how it's working.

## MIRROR YOUR CLIENT

Mirroring is a subtle technique taught by Neuro-Linguistic Programming (NLP) Specialists which therapist use when engaging their clients. But this works very well in sales too.

Mirror words your prospect or potential client uses, their tonality and posture (if you're in front of them). Mirroring creates likability. People like people like themselves.



## FOLLOW UP CALLS

Make Follow Up Sales Calls to businesses between 4-6pm. The gatekeeper has usually clocked out. And the owner or decision maker may now be answering the phones.

Also, don't leave voicemails on Follow Up Calls. Let the missed call create curiosity. Just keep following up, but no voicemails.



## STORIES SELL, FACTS TELL

Always tell stories of how you've helped clients in similar situations. You don't have to name drop. Just wrap your story in a solution that would fit.

Most don't care about your facts. But they will remember your story. There's a small % of the population that want facts. When you figure that out, give'em the facts (and wrap the facts in a story:)



## SET MEETINGS AT WEIRD TIMES

Instead of setting a meeting at 9am or 2:30pm, set it at 8:50am or 2:20pm. This sets you apart plus enables you to catch up on emails and voicemails before the top of the next hour (given the average mtg is about 30 min).

Also, send quotes or proposals super early like at 4am or late at 11:30pm. Clients will see your work ethic and respect it. FYI, you can schedule the emails.



## MAKE YOUR CLIENT THE HERO

Do you remember the movie with Will Smith 'Hitch?' Will Smith is the star of the movie. But he was not the hero. Will Smith made Albert Brennaman the hero so he could solve his dating problem.

Be Will Smith to your clients. Make them look good, help them win and solve their problems. They'll love you forever. Most entrepreneurs think they're the hero. You're not!



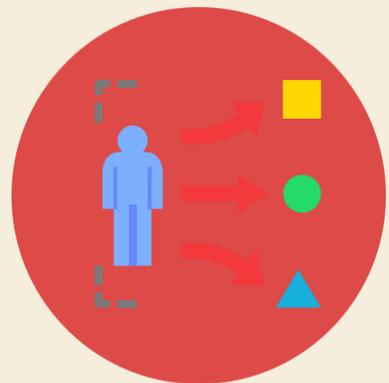
# MORE SALES HACKS



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## OPTION ME

When presenting to a prospective client, present at least 2 options. If your product or service is pricey, offer a decoy option to make your pricey option look more appealing.



## DON'T SELL PRODUCTS, SELL BUNDLES

A bundle adds more value from the customer's perspective and also makes the customer stickier. Why do you think Comcast does it? They actually pay sales people more commission when they bundle because research shows the customer 89% less likely to leave.

## DON'T ASK FOR REFERRALS

Hey Mr. Customer, I grow my business on referrals primarily from IT Consultants and Commercial Real Estate Agents. Who is your IT guy or Commercial Agent? I'd love an introduction to build my network and refer them business too (much more about this in the 7 Steps Course).



## THE POWER OF 3

When you don't feel like making prospecting or follow up calls, sending sales emails, etc., just make 3 calls. Send out 3 emails. Your body and energy will adjust and you'll be in the groove to send 30. This is simple but it works.

## REFER BUSINESS TO YOUR CUSTOMER/PARTNERS ON PURPOSE

This may seem obvious but most sales people don't do it. When you send your customer (or referral partners) legit business, you certainly have the right to ask for referrals in return. And trust me, they'll send you referrals. Do this with intention and track it. Plus it's good karma!

