

Seven Stages Of A Sale

Fundamentally, your job is to help businesses get more sales and increase revenue.

Understand the deep psychology of human beings.

“Why do we do what we do?”

You can't start writing a beautiful story, you need to understand character creation and story structure.

The 7 stages of a sale:

Talking about the problem:

Always start with pain, lead with the problem

Talk about vision:

Guide them through a potential reality. (the vision)

“Wouldn't it be great if...”

Focus on the key benefits they'd have in that reality.

Theoretical solution:

Convince them of a great theoretical solution to their problems (best-case scenario)

Actual solution:

Talk about the specifics of this problem

Answer objections

6 main objections, most of them have to do with **trust**

Restate the vision:

At this point, they've been experiencing a lot of negatives.

Restating the vision moves the sale out of negativity back into the positivity of the vision.

“But wouldn't it be amazing...”

Ask for the close (CTA)

Close could be: click the link, buy the product, subscribe to email, like this, share this, etc

This is the psychological journey you take with your customer.

Questions:

The seven stages of a sale can also be considered a customer's journey, why is that?

Should you answer a portion of their objections or all?