



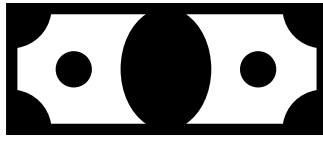
JNH INC.

3-STEP SELLING SYSTEM

Make Sales Easy Again

2019 High-Ticket Sales Edition

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THE ONLY REASON YOU LOSE SALES

Before we dive into the actual selling system I need you to understand why you're losing sales in the first place.

The way I've been able to sell over \$18 Million dollars across 20 different industries is by simply understanding human beings and the way they work.

The only reason you lose a sale is if the sales process you're using is inferior to your prospects sales process. Most people don't even realize their prospect has a sales process so maybe we should start there.

On the next page I lay out what your prospects sales process is so that you can start to understand how to have a superior process.

YOUR PROSPECTS SALES PROCESS

Step One: Tell White Lies/Withhold Information

Step Two: Gather As Much Free Information As Possible

Step Three: Commit To Nothing

Step Four: Disappear

This is not the place for me to dive deep into each one of these steps and how they show up on your sales calls but if you'd like to truly understand their process I created a short video training on it for you. I highly recommend you watch it because it'll provide massive insights into your prospects world. It will also make learning and utilizing the rest of the 3-Step Selling Framework very easy to do.

Visit This Link To Watch: (<http://pc.cd/RjhrtalK>)

The link is case sensitive and the letter before the capital K is a lowercase L as in lion.

Go watch it now before continuing. It's a recording of me speaking at a paid event. It'll take you 20-minutes but will change the way you sales forever.

By now you should have watched the video above. And now that you have an understanding of what your prospects sales process let's talk about the superior process you need in order to beat theirs. You'll find it outlined on the next page.

YOUR SUPERIOR SALES PROCESS

Step One: Qualify based on Symptoms

Step Two: Extract Present Pain

Step Three: Discover Budget

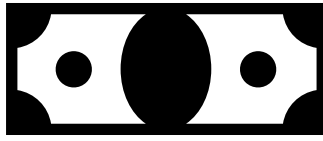
Step Four: Verify Their Decision Making Process

Step Five: Match Your Offer To Their Present Pain

All of this should just be review if you watched the video I mentioned a few pages back. If you haven't yet go watch it now.

I'm purposefully not going into major depth on these because I think the video does it better justice!

With that video watched and a new understanding let's dive into how we bring this superior sales process into reality!



STEP ONE: ABOUT YOU

Step one of the 3-Step Selling System is called the 'About You' section.

Its purpose is to set the tone and cadence for the entire call as well as give us and the prospect massive clarity on what their present pain is.

One of the biggest issues I see when auditing sales calls is that often times we are trying to sell a solution to a problem that is not a present pain.

This is detrimental because it can kill our chance of making the sale later. I'm sure you've heard sayings like "I've got 99 problems but..."

We all have problems in our life and most of those problems we just push to the back burner. If we want to land a sale now instead of later we cannot sell a solution to just any ole problem. We've got to sell the relief of their present pain. Here's a quick example just to burn this into memory:

Problem: The low fuel indicator just ticked on. We'll need to remember next time we go out to fill up so we don't get stranded on the side of the road.

Present Pain: I forgot to fill up with gas before we left. Now we're out of gas in the middle of this snow storm and the nearest gas station is 25 miles from here.

Get the picture?

Many times your prospect may not even know what their present pain is. It's up to you to uncover it with them.

Once you've uncovered the present pain then and only then are you able to move to step two of the 3-Step Selling System which is the Diagnosis.

Before we get ahead of ourselves though I want to spend the next few pages giving you a step-by-step walkthrough of how step one plays itself out in an actual sales meeting.

There will be examples but don't look at them as a script. Instead use them as a guide to keep you on track during your sales call and to prevent you from forgetting crucial steps.

BONDING/RAPPORT

If we're talking about sales we've got to talk about bonding/rapport building right?

This may come as a surprise to you but I am totally against the typical rapport building bull crap that's being taught by many of my colleagues.

Don't get me wrong rapport, or trust as I like to call it, is definitely important. The issue is I've audited so many calls and seen scripts where everyone's using the same ole techniques in the name of building rapport.

You know the techniques I'm talking about:

- "Oh 614... is that a Columbus area code?"
- "Where are you calling from? How's the weather there?"
- "I noticed you went to ____ university. That's a great school. What did you like best about it?"

Prospects are becoming more aware than ever to traditional sales tactics and the last thing you want is to start off your sales call with your prospect rolling their eyes because they've heard this one a million times.

I don't mind a tiny bit of small talk but I always say that you'll build more rapport and trust just by being respectful of the prospects time

and getting to the purpose of the call in anyways which typically is to answer their curiosity about how you may be able to help them.

Alright, I'll get off my soapbox now and we'll move forward.

I'M THE DOCTOR

Have you ever gone in for an appointment to see a doctor and started interrogating them? Me either.

There's a universal respect and mutual understanding about the way things work when you see your doctor. The doctor leads and you follow.

Why? Because they're the doctor.

We want to adopt this same principle to establish the tone and cadence of the call so that we never lose control of our call.

In order to do this effectively you will have your prospect agree to the way you want the call to go. Here's an example of what that could look like:

I'd like to ask you some questions about your business, and I'd also like you to ask me anything you'd like about my product/service.

As we ask and answer each other's questions, we may decide there isn't a fit between what you need and what I can help with. We may decide it doesn't make sense to spend any more time together. If we reach that point, are you comfortable telling me that?

On the other hand, if what we discuss does makes sense to you, we can decide to move forward. Ok?

How much time have you set aside for this call? Your time is valuable, and so is mine, and I want to make sure not a minute gets wasted.

Perfect. What are some things you would like to accomplish today?

In the above example I've done a few things.

I set the cadence by letting them know that I would like to ask them questions. If I'm the one asking questions, naturally I'm the one leading the conversation. Notice how I make sure their needs will be met as well by letting them know they can ask me anything they'd like as well (much like a doctor does).

The second thing I did in that example was to create a safe space for them to be able to tell me if they don't think there's a fit for whatever reason. The reason for this is because often people will check out or decide this isn't for them but will allow you to go through the entire call to "be nice". We don't want any time wasted so if they decide this isn't for them we want to know immediately.

Next, I make sure that they have enough time set aside for the call because there's nothing worse than being in the middle of a sales call and your prospect has to move on to something else.

Lastly, I asked about what they would like to get out of the call today. I like asking that because it gives you good insight into what is going on inside your prospects head.

WHERE'S IT HURT?

How does any good doctor start their consultations? By asking where it hurts or in other words “What seems to be the problem”.

No one schedules with a doctor and then says everything is fine doc I just wanted to know more about what you do. So we won't let that happen in our sales appointments either. The easiest way to ensure this doesn't happen is to start with a “where's it hurt” question.

Here are a few examples just to help you paint a picture:

We should probably start with the different aspects of your problem. Would you agree?

All right, you start.

—

What's so jacked up in your life/business that you decided to spend some of your valuable time on a call today?

—

If you had a magic wand that would create the ideal solution to the problems you're facing, what would it be?

This is in no way an exhaustive list but you get my point. Now it's in your prospects nature to withhold information or tell ‘white lies’ so don't be surprised if your prospects initially try to act as if everything

is fine and they don't need any real help. If they tell you that my favorite reply is:

“Sounds like we can wrap up this call early then since everything is going just fine! I'm only going to be of any use to people/businesses who are experiencing a few roadblocks that are preventing them from getting to where they want to go and need some help removing them. So I won't hold you any longer than necessary!”

PROBE FOR PRESENT PAIN

Once the initial problem is out on the table it's time for us to probe! Just knowing the problem itself is not enough. We want to go deeper! The more we know about this problem, how long it's been going on, what it's costing, etc the more likely our prospect is to take action to resolve it sooner rather than later. Here are some probing pain questions you can ask:

How long have you had this problem?

—

Tell me more about that.

—

What have you tried to do about that? And did that work?

—

How much do you think that has cost you?

—

Can you be a bit more specific? Give me an example

—

How do you feel about that?

There is no such thing as probing too much so feel free to spend a good amount of time here and get a really vivid picture painted.

QUALIFY THE PRESENT PAIN

Qualifying the pain is an extension of probing but different.

After we have spent some time figuring out the present pain we want to start to link it to the bigger picture.

We want to know why this has to be solved, why our prospect is seeking out help, and what they're looking for from the person who will help them.

Here are some examples of questions I might ask:

What specifically are you trying to accomplish?

Why?

Why now?

—

What happens if you do nothing? / Why not just keep doing what you're doing?

—

Have you worked with someone in the past to help with this?

Who?

—

Why are you considering us/me?

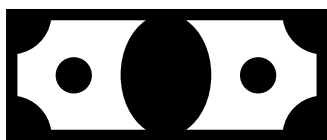
—

What specifically would put us/me “in the running”?

—

What would take us/me “out of the running”?

Again, I urge you to not rush this section. Getting clear on this part of the call is really the key to the entire sale and will prevent us from having issues closing the sale later.



STEP TWO: THE DIAGNOSIS

Our next step is crucial to actually getting the sale.

In step two not only will we make sure our prospect is on the same page as us with what their issue actually is; like any good doctor we will also provide a diagnosis.

Too many times I see in sales calls where there's a conversation with a prospect and once they share their initial issues we jump straight into our solution and how we can help.

The issue with those steps are we need our prospect to agree to our diagnosis.

If you go to your doctor and they provide you with a diagnosis that you disagree with you're likely to go get a 2nd opinion.

Getting agreement on our diagnosis will help solidify in your prospects mind that the prescription that you prescribe later on will be the **ONLY** true solution for them.

Step two is also where we will start handle all those little pesky objections that prevent you from closing your deals.

That's right, objection handling **SHOULD NOT** be done at the end of your call.

The time for slaying objections is before we even give a prescription.

You can work whatever objections you'd like into this step but the ones I'll be covering are the big ones.

Such as: if they can afford it, partner/spouse objections, and need to think about it since these are the most common ones that I see.

Alright enough blabbering and overview! Let's jump in!

PAIN REVIEW

We always want to kickoff Step Two by reviewing what we covered in Step One. Because if we aren't 100% clear with one another or there was something left out it will be difficult to close the sale later. I know it seems simple but adding this step will drastically improve your close rate and give you something to point back to when you give your prescription in Step Three.

Here's an example of how I might go about the Pain Review:

Alright, John, let me make sure I've got a good picture of the situation. There are two areas of your business you're most concerned about.

One, you've got some inconsistent lead flow now because your ad account has been shut down for the last month or so.

Two, you have a sales process in place to convert those leads, but there are some holes in it because you're not converting nearly enough leads to reach the monthly revenue goals you've set for the business.

Both of these things are causing problems and are suffocating the businesses cash flow. Is that basically the picture?

I believe what we discovered is that being able to first patch the holes in your current sales process so you can convert more of the leads you are getting will improve the cashflow issue. With more cash in the business we could direct our attention to making lead flow consistent and non-reliant on Facebook. And, that's the situation you're hoping we would be able to create for you. Is that correct?

Is there anything I missed?

Your prospect hearing the state of their situation does a few things.

It allows for them to hear the severity of their current situation as you link the problems you guys have explored together to bigger issues in the business.

It lets the prospect feel heard and that you completely understand.

And if there is anything that you either missed or that they think of additionally after hearing your synopsis they'll add it in which will be crucial to you closing the sale.

DO YOU HAVE INSURANCE?

Have you ever gotten to the end of a sales call and you've just wrapped up telling your prospect how amazing your company is and how you can help them and then they ask the dread question...

"What's the price?"

I'm sure we've all been there a time or two. It's the number one objection in every industry. Well I'm here to bring you good news; follow this step and you'll never have that issue again.

Who told us waiting until the end of the call to find out if our prospect can afford our help was the way things were supposed to be done? Seems pretty backwards if you ask me. Have you ever had any type of surgery? They don't start scheduling the operation until they know if you can pay for it. Typically in the form of "do you have insurance"? Here are some ways to begin the money conversation after we've reviewed the pain with our prospect:

Do you have a budget set aside for (product/service)? Would you mind sharing it with me in round numbers?

—

Assuming that we have a fit between your problem and what I'm offering, the investment in my product/service is going to run between \$750 and \$1,000 depending on what you will need. Is that going to be a problem?

—

We recently completed a sales team build out almost identical in scope to the one we are discussing. That company invested just a bit over \$15k. Do you suppose that when you get your budget numbers finalized, it will accommodate a similar size investment?

Now don't be naive, just because we ask doesn't always mean we'll get the answer right away. Also the initial response may be too broad for us to truly understand our prospects budget of what they can currently afford. Here are some ways to continue getting clearer on the budget based on a prospects response:

Handling if they say "No" to having insurance:

That's not unusual. How do you plan to solve this issue/make this investment?

Handling if they say "Yes" to having insurance:

Good. Would you mind sharing that with me in round numbers?

Handling "I won't tell you" to having insurance:

That make sense. As you can probably imagine, we have many products that might be able to solve your problem. Some of our solutions range in price from \$3,000 to \$9,000 and others from \$9,000 to about \$30,000.

Now I understand that this is confidential information. But off the record, should we address the 3 to 9 range, or should we go for the 9 to 30 range?

If they choose the low range:

“That surprises me. I thought, because of the extent of your problems, that you were going to pick 9 to 30.

If they choose the high range:

“Well, that really is interesting. I thought you were going to pick 3 to 9.”

If what they choose will cover the cost of your product/service:

“Let me ask you another question. Would you say you’re in the 3 to 6 range or the 6 to 9 range?”

If they choose something too low:

“What will you do if the investment is higher than you planned for?”

—

“In case we can’t go first class are there some problems we can trim if we have to? Which ones?”

—

“Are you really committed to solving these problems?”

If your prospect can’t get to a budget where you can serve them to the fullest all is not lost. You should consider breaking your price into little prices. The reason I recommend this is because statistics show that if someone transacts with you in anyway they’re more likely to consider doing business with you again when compared to them not transacting with you at all.

For example, I don't always go to Sensory Deprivation Float Spa's but when I do I always go to the same company because they sold me agroupon deal one time and now I always go back there. Here are a few examples of alternative options to what you may be initially offering:

A. *Research Project/Study*

B. *One Day Consulting*

C. *30-Day Trial*

Regardless of what the prospects initial response is once we explore that with them we want to review before moving forward just to be sure that both sides are completely clear. This will help prevent issues later when we actually ask for the sale. Here's an example of how to review before moving on:

“So, if I were to put together a program to improve lead quality and increase the average sale amount, I'd have somewhere between \$3,000 and \$8,000 to work with for both development and implementation. Is that correct?”

—

“And those are realistic numbers?”

SCHEDULING SURGERY

Now that we've given a diagnosis and we've explored what our prospects budget is we can start to move one step closer to giving our prescription but in order to get there we need to understand how our prospect goes about making buying decisions. This is probably the second most common objection I hear and just like the budget conversation most people wait until the end of the pitch to address this but by then you're fighting an uphill battle.

The "Scheduling Surgery" step is all about gather information about how this buying decision will be made. The best way to gather this crucial information is to follow the News Story Approach we were taught as children. Every good news story is made up of what, when, how, and who.

Here are a few examples just to help you see how I'd incorporate this to discover the decision making process:

What decision making process do you go through when deciding on a purchase like this one?

When do you see yourself moving forward with this project?

Or

*You didn't mention **when** you'd like to have this decision made. **When** is the deadline for making a decision?*

Assuming that you want to move forward, **how** is it going to happen?

Or

How will you ultimately decide with whom to do business?

Who besides you will be involved in the decision making process?

Or

You didn't mention who could veto your decision. **Who** might that be?

If there is a spouse or business partner that is also a decision maker your first goal should be to try and include them into the conversation ASAP. If you can't get them involved for whatever reason this is an example of how you should proceed:

"I understand that you won't be making the decision on your own, but you would like me to give you the presentation which I'm happy to do. But let me ask you this: after I give you my presentation, would you be nice enough to tell me if you would buy my product/service if the decision were solely up to you?"

This gives you the pre-frame for later when you've given your pitch to ask:

"We've covered a lot of ground today, but based on what you've seen, would you buy my product/service if it were up to you?"

If they say yes:

“I appreciate that. Your partner/spouse/the committee/etc. is going to ask you questions about my product/service. Based on what you know about the committee, what type of questions do you think you will be asked?”

This important because you want to properly prepare your prospect for the slew of questions they’re going to be asked by the other decision maker. The better prepared they are for the questions the more likely you are to land that deal.

Something I recommend is having them write down the questions they think they’ll be asked and then giving them the answer to that question. This way they now have a sheet with all the answers and can answer the question appropriately.

The final piece to address before moving into your actual prescription is to be clear on what is and isn’t allowed in the decision making process. Many people never have this conversation with prospects and so many of their calls end with something like “let me think about it” which can be a really frustrating place to end a sales call. This is how we combat that:

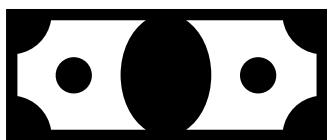
“There are three things you could say to me today. You could say no, and, of course, what that means is you have no interest in my product/service, and I appreciate your time, and I’ll be out of your hair in just a few minutes.”

—

“On the other hand, you could say yes, and what that means is that you would like to explore more to make sure my product/service will solve your problem.”

“Or you could say some form of I want to think it over. What I suggest is that a no is okay, a yes is okay, but what shouldn’t happen is for you to tell me you want to think it over. Is that something you can handle without feeling any pressure?”

This is not to pressure anyone. It’s just to be clear that they can tell you no instead of playing the let me think about it game and you never hear from them again even though you spent valuable time and energy trying to follow up with them. We will also bring this up again when we go to make the actual sale. With this initial convo about it complete we can move on to making the actual offer!



STEP THREE: THE PRESCRIPTION

Our final step, The Prescription, is where everything comes together! We've identified what's wrong with our prospect, they've agreed with our diagnosis, we know how and when they're going to make a decision, and we know a minimum budget range for what they'd be willing to pay to fix this solution.

So now it's time to actually "make the pitch". But we don't want to just make it any ole way. The way we make an offer with the 3-Step Selling Framework is key to bringing this thing home. Honestly, after auditing 1000s of sales calls if I had to pick one thing for people to improve their close rate it would be this.

We'll make this offer in three steps: The Beginning, The Middle, & The End. On the next page I've given examples of what each step would look like in a conversation with a prospect as well as what to look out for.

BEGINNING

So like many of our past steps in this process we are going to kickoff our “pitch” with a review! This allows our prospect to know we heard them as well as provide massive clarity so that both parties are on the same page.

Here’s an example of how I might go about reviewing:

Alright, we figured out that your main bottleneck in building this business is getting enough good clients. You said, in fact, that you need to find one new client each month in order to meet the goals that you’ve set for yourself. Right?

And, if I remember correctly you also told me that you’ve budgeted \$5,000 this year to help you solve this problem, even though you don’t know what the solution might be. You mentioned maybe using the money to hire someone who can help you get more clients, or you may use it for some training to show you how to do it yourself. Did I miss anything there?

Great, earlier I recall you saying that you’re the sole decision maker on this and you that you didn’t need to talk this over with anyone else. And we agreed that it’s OK for your answer to how I think I could help to be “NO” and it’s OK for you to say “yes”. But that we don’t want to have spent this time together and say I’ve got to think it over. We decided that today we’ll make a yes or no decision. Did I miss something there?

Fantastic, and seriously I don’t want you to feel any pressure. We don’t want to spend all this time together and then not be able to make a decision simply because we’re missing somebody that needs to be involved in the decision or

because you need to think it over. Should we spend a little more time talking about that or are you good to go?

Remember none of the examples I give are to be used as scripts I'm trying to give you examples of how to take these principles and steps and bring them to life in a conversation so that you avoid the same sales hurdles you've been experiencing so there is no right way to do this! You can't mess it up :)

In the example I went back over all the key decision making elements again just so there's no excuse or delay once I lay my plan out there

MIDDLE

The middle piece is where you talk about the benefits of your offer. Only tell things that are relative. Leave out anything that is not relevant.

Let's assume that you have five pains to solve during your pitch. Begin with the most troublesome pain first and explain how your product or system can alleviate the problem.

Then you can ask if your prospect is sure or confident that what you've laid out will solve their pain.

Once your prospect is in agreement, 100 percent, you can tackle the 2nd and 3rd pains in the same way.

I felt like the best example would be a live one. So instead of a written example this round visit the link below to hear me take someones offer and make it irresistible!

Website link: <http://pc.cd/dQq7> (URL is case sensitive)

END

Once you've given your initial pitch and offer now is the time to figure out if your prospect is ready to close the deal or if they need more information and clarity to be able to say yes.

A very easy way to find out if they're ready to say yes is to use something I call the Thermometer Technique. It looks like this:

We've covered a lot of ground so far, and there's still more we can discuss, but on a 0 to 10 scale, 0 meaning you have no interest in my help and 10 meaning you're in and want to work together to solve this, where are you?

(Note: If they say 10 there's no need to go on you can get them onboarded)

—

If your prospect is less than a 6 you've got a problem. You need to figure out why by asking something like:

"Based on what you've told me so far, I don't understand why you say you're a 4. Can you help me understand that?"

Most of the time your prospect will be higher than a 6 and if that's the case you can respond with something along the lines of:

"What do you need to see in order to get to a 10?"

After showing what they asked to see re-ask where they're at:

“On that 0 to 10 scale, where are you now?”

When they get to a 10 say:

“What would you like me to do now?”

If you suspect your prospect won't be able to pay for what you're offering, finish your pitch, see if your prospect agrees that your product/service can provide the necessary solution and then instead of the Thermometer Technique use something like this:

“Earlier, we both agreed that your budget for this service is \$5,000. If I remember correctly, you said you have \$2,500 of that budget available now and you could charge the remainder on your business credit card, I believe you told me.

Now, we can solve all of your problems with Service X, which requires an investment of \$4,700, or, if you can live with a couple of the problems you're trying to solve, you could purchase Service Y, which requires an investment of \$3,500.

Do you have any feelings as to which one or more of the benefits that you want could be eliminated... or shall we get the job done first class and choose Service X?”

If your prospect chooses X or Y, you're done! You can onboard them :)