

## ***Big Kiss - Small Kick During the Sales Call - 5 minutes***

0:02 During a sales call, you are going to be in a situation where you have to keep and maintain control. One way of doing that, or one technique, is to give them a bit of a big kiss and then a small kick.

0:16 I'm just gonna explain what I mean by that here. You have to keep them interested, but at the same time, slightly on the defensive.

0:25 So they're effectively explaining things to you, justifying their position to you. Typically, what they want to do is, I mean, is, is to continually turn this process inside out to get you to keep justifying yourself to them, because they are the potential customer and they feel that they're gonna have to pay for something at some point.

0:47 But what you need to do is maintain a position where they are actually defending themselves, not in a very overt way, but in a sort of a friendly, covert way.

1:00 So, number of ways to do that. Like for instance, when you compliment them, say, oh, that's great, you know, wow, you have three, three trucks and undergo, or you have a, you have a good size crew, you must be able to handle a lot of business.

1:15 And that's, that's absolutely incredible. But, and now here comes the kick, but are you like actually able to handle more business?

1:25 So then now you've complimented them, but then you put them on the defensive and they say, well, yes, of course I can handle more business and or whatever.

1:34 So then you follow that up with a EF essential, essentially with a question, and you can point out things that they're doing, which we can do better.

1:43 So if they say, well, I've got you know, I do this kind of marketing, I do Facebook marketing, a lot of business from referrals, you're gonna hear that often because that they're just basically saying, I don't, I don't need, I don't really need you guys.

1:57 I'm already successful enough. So when, when customers or prospects say things like, well, we've got this great thing going. Yeah, you know you know, we have lots of, you know, we return customers, we pick up a lot of business from Facebook and, and that kind of stuff, then you would say, well, that's fantastic, you know, that's great.

2:16 Obviously it sounds to me like you are extremely successful. Now I know that people with a lot of money, and then now you respond with the kick.

2:27 I know that people with a lot of money generally don't hang out on Facebook. Are you able to get, you know, high quality contracts from you, like social media where people don't typically hang out to buy things and it just got lots of spare time and stuff.

2:43 So now you put them on the defensive, so you compliment them, complimented them on the fact that they're doing great, they, you know, you don't need us, then well, if you don't really need us, then you know, it's okay.

2:57 So that's, you're pushing them away because when you push people away, they don't like that. So when you say something to the effect of, well, you know, you're doing great, you've got lots of business, you've got lots of referrals, then maybe you don't really need us.

3:10 So, you know, and then say, well, no, no, no, that's not the case. They're gonna continue to ask questions that challenge you, you know, how long he begins doing this, et cetera, et cetera, et

cetera.

3:22 Or things like you know, how do you exactly do this and, and how do you drive business? And, and just try to extract information from you.

3:33 And don't forget, you don't have to answer a question that is not asked of you, and I'm going to cover that in another video.

3:40 So they're gonna continuously challenge you with questions. So every time when you respond, try to respond with a question as opposed to a straight answer when it comes to general things.

3:52 So just always keep that in mind that you are on the defensive and you want to be on the offensive, and your best position is to ask a question instead of answering a question.

4:07 So when you reply with an answer, you can point out a weakness in their system or approach. For example, they say, well, yes, you know, we've done Home advisor, or, or we hate Home Advisor, or whatever.

4:19 All then you reply with saying, well, you know, this is great. It's great because we're on this call and, you know, you're obviously looking for other options, but as you know, everything is just so crazy expensive and it doesn't really make a lot of sense.

4:35 Like, is this something that you're like, I guess you're here for an alternative because you just, I guess you don't want to keep doing this.

4:43 You're looking for a better way to get business in the door. That's not gonna cost you a bomb. So you've complimented them with the fact that they're on the call because they're smart enough to look for another approach.

4:55 And then you ask the question by asking them what their plan is. So then what's the plan? Like you know, if, if you really wanna grow your business or if you want to find another marketing source, like what's the overall plan?

5:11 Like, you know, what are you thinking? How, how are you gonna go about this? So again, compliment. And then ask a question that puts them slightly on the defensive or gets them to explain their position and their rationale.

5:27 This is how you maintain and you keep control during the entire process. So this is the kiss and kick formula, big kiss, little kick form in the style of a question about what happens to be the topic that they asked you about.

5:44 So you turn it inside out. Okay, that's it on that one.