



SALES WITHOUT EFFORT OR STRESS

Sales Made Fun Easy to Make a TON of Money



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Selling Without Fear or Effort While Having

Fun & Making Tons of Money

In order to be VERY successful at sales – without any stress or fear – and earn a huge income, you first need to understand how the world has changed over the last 20-30 years as it pertains to the sales process.

Then, you need to understand why you cannot use the “old” sales techniques any more to “sell” in today's world.

The incredible irony is that you can now make huge money in sales – much more than in the past – as long as you understand what changed, and how you should go about it.

The whole point of all this, is to get you to understand that it's not impossible to make \$1,000 to \$5,000 a week. And have fun doing it!

So, to the extent that the world is now fundamentally different (not to point out the obvious) it offers up an infinite number of financially rewarding possibilities for you.

Part 1. Human Psychology in the Current Age

Selling, as a “job” is at the same time the “easiest” and the “hardest” job in the world.

But why?

It requires ZERO education, and the highest earners in the world are salespeople. Far more than the typical rules of measure like doctors, surgeons, and lawyers.

So why don't people “sell”?

- Sales people are equated with “used car salesmen”
- It's considered to be a “slimy” job
- People think anything you have to “sell” is somehow a gimmick or it's not valuable
- Because sales doesn't generally require a specific education, it's looked down on
- Sales people are NOT considered to be “smart”
- People say “I can't sell”... based on what? Fear?

But guess what? Even doctors and lawyers, dentists, contractors, web developers, SEOs, gas station owners... and the list goes on... need to “sell”... or they'll have NO business. No matter what business you're in, if there are no sales, there's no money coming in.

Even if you apply for a job, you have to “sell yourself”. When you're asking a friend or family member for a favor... you're “selling” again. We're all in some sort of sales mode most of the time.

However, at the “big picture” level, you have to accept that 100% of anything and everything

you have ever bought was based on a “sales” process.

From packaging, to some sort of ad that someone thought up and paid for to make sure that you know about their product or service.

Sales is NOT “slimy”. Without a sales process, you’d never own anything, or know what services are available because you’d never know the stuff even existed!

Great stuff... just like crappy stuff... needs to be sold. Which means a sales process must be in place.

The Comparative Sales Model

Whatever people sell – or buy, the traditional “sales process” is typically based on...

- **Reviews....** The “Hey everyone, look at all these happy people” approach
- **Price...** The “Hey, I’m much cheaper than the next guy for the same thing” approach
- **Speed...** The “Hey guys... I can get it done faster than the next guy” approach
- **Quality...** The “Hey guys... I do a much better job” approach
- **Differentiation...** The “Hey guys, I’m different because...” approach
- **Novelty...** the “Hey guys, look, this is new and cool and different” approach

Any one of these approaches is a HUGE uphill battle riddled with need for “proof” and comparing A to B.... meaning, your offer to everyone else’s. Too much work.

ALL of these sales processes are based on a “comparative” sale model. In other words, *it’s all about you versus them*. A very hard gig because at every step, YOU are actually inviting the prospect to get you to justify yourself. You’re causing yourself unnecessary pain.

Likely, your entire marketing setup is already geared around this battle in an effort to “stand out” with your unique sales proposition – the famous, or infamous USP – Unique Sales Proposition.

You do need one, but it has to be simple.

And... sales people are the easiest to sell to! Like business owners.

People WANT to buy, but HATE being “Sold to”

When people buy, they pretend they weren’t “sold” to, but “did their own independent research” to make their decision. What they don’t realize, is that the source of that research is

controlled by those who sell to you!

- They supply/pay for “independent market research”
- They pay affiliates, bloggers and buyers for “independent reviews”
- They lobby for regulations if that applies
- They play the (totally unverifiable or incomprehensible) ... “these are the facts” game

I could add a lot more points to the above list. The bottom line is though, that THEY are forming YOUR views about what you **want or need**.

Don't believe it? Look for a credible counter opinion not funded at the source directly or indirectly, by those selling the product or service.... on anything.

For example, 100% of university related research is funded by the very companies who are selling to you. Government laboratories, testing and regulatory bodies are tax funded, but paid for by the lobbyists - by the same companies.

It's always a closed loop.

Another interesting example. 80% of all food products in all grocery stores is owned by 4 companies in North America. How much independent thinking is behind choosing between brands? Not much. Microchips for cars? We know the answer there now. Clothing? 6 companies manufacture 90% of the materials for clothing and control design... world wide. Which means they think up a new style, it becomes a fad, and they sell you again! “This years new fashion” of course. I could spend all day on this.

We have been meticulously programmed to think and believe what the marketers want us to think.

This is a fact, and if you understand this, you'll have an immense advantage over the next person schlepping his or her wares.

Why People Buy Things

In the final analysis, **people have only 2 reasons for making a purchase**. Both are fully leveraged by all marketing professionals.

- Need
- Desire

As an example, you “buy” utility services because you need them. 90% of things you buy are because you *want* them – and the marketers tell you that you “need” them. And that you *need* the *best*.

Rolls Royce and Cup Holders

I'm going to use car purchases to illustrate that purchase decisions are based on emotion rather than any sort of rational decision making process. This is very important to understand!

Many years ago, sales of Rolls Royce cars fell 40% because they refused to install cup holders into their cars. The rationale was that owners of Rolls Royce cars don't need cup holders since they all have chauffeurs driving them from restaurant to restaurant or to offices where they supply coffee.

Needless to say they learned quickly, that even a Rolls Royce goes through a drive-thru and the passenger, or driver if it was owner driven, needed a place to put their hot coffee.

This is a perfect sequence of chain reaction social manipulation (or evolution if you want to look at it that way) of the basis on which we form decisions.

If you can afford a \$200,000 Rolls Royce, and you've been accustomed to – or conditioned to – go through a drive-thru for a \$2 coffee, then your \$200,000 purchase decision was based on the ability of that very expensive product to support your conditioned (programmed) lifestyle, represented by a \$2 coffee.

The owner does not need EITHER a coffee bought in a drive-thru, OR a Rolls Royce. But *wants* – not needs – both.

The same applies to all of us at every level, every day. Can't escape it.

Have you ever met anyone who traded in an older “gas guzzler” for a new “fuel efficient” car? Did you ask them if the cost of the vehicle and the interest they'll pay is less than the extra cost of gas and repairs for their old car over the next few years? You don't need to pull out a calculator to conclude that the cost of the new car almost always, and by far, outweighs any savings in fuel or repairs combined. Which is why many rich people drive crappy cars! They didn't get rich by being stupid.

Emotion vs Rational Decision Making When Buying

Therefore, 90% of purchase decisions are based on EMOTION. Too often irrationally and almost always manipulated.

The absolute best and easiest sale is when a prospect did a lot of research. Simply because all the research will point in your direction! It's like when someone says... “I did a lot of research, and read great reviews about your product...” Ha! Of course you did. Bloggers get paid for that,

and even verified reviews are exchanged for discounts. Independent reviewers make a living, often on commission as affiliates from the companies they ostensibly “review”.

Wealthy people understand this and leverage it – but are not immune to it either. Except they’re smart enough to know it. (Personally, I KNOW I’m a sucker for great marketing) It’s time you did too. We’re all in the same boat. We’re human.

Let’s quickly look at another example.

Would you buy a house that smelled of dog pee? Or an old dining room set that needed refinishing made of black walnut? Likely not.

Even if the agent told you that the property is priced 50% below market because of the dog pee, or that the \$500 dining room set is worth \$30,000 refinished?

Most of us probably still wouldn’t bite.

Emotion. Logic however would dictate that we’d make a killing with both these purchases with a little effort and investment, but most of us still wouldn’t do it.

Wonder why rich people are rich? They make RATIONAL decisions. And drive old cars.

How about buying a new car?

The salesperson will talk your ears off about the “room” the “safety”, the “environment”, the “savings”, the “comfort”, the “technology”.

It’s a car. A to B. But before you even arrive at the dealer, you’ve been “programmed” to only care about these things – and drop a huge pile of money up front, or enslave yourself to years of payments, which basically means committing your future income to a lender to get what you “think” you NEED AND WANT... NOW.

8 Reasons for Making Purchases

Best illustrated by first asking a question.

What’s wrong with a 10+ year old car that gets you A to B? There is absolutely no economic justification for you personally that warrants a massive outlay of cash and/or loan. So why buy it?

- Ego
- Programming that you “made the right decision”
- Friends and family encourage you to do it with for a bunch of reasons that don’t make financial sense... but they were “sold” on it
- Filling an empty space in your life through “buying stuff”

- Validating your “earning power” to others... “see, I made it!”
- You like novelty and gadgets
- You don’t like to look “poor”... rich people drive crappy cars btw...
- You’ve been programmed for “new” stuff by the marketers who sell you on “built in obsolescence”.

The really rich people with all the toys, allocate less than 10% of their NET worth... not (credit worthy worth, but real cash in the bank net worth) to things like cars and houses.

Which means, they got rich because when they were making \$100K a year, they were renting a small place and driving an old beater. When they made a million, they bought a \$200K house, and so on.

What do most people do? They *leverage every penny they can to get it all NOW*. Which simply means, selling their future. But they don’t even know it.

Selling their future means that they are committing a very large part of every paycheck for decades into the future to get what they want NOW. That’s slavery to creditors and it’s a never ending downward spiral.

But, the moment something changes – and historically, it always does – whether it’s a “market correction”, or the loss of a job, or an illness, or an unusually high expense, or a jump in interest rates, it all collapses around their ears.

OVER 90% of people who drive fancy cars and live in fancy houses live on debt and cash flow. High income, high expenses. That is a FACT. On top of that, the same 90%+ don’t have enough real cash to survive more than 3 months before their lifestyle starts to plummet.

There are all kinds of stats online about this. The banks love this situation.

When there’s a downturn, economists call it a “recession”. But it’s an opportunity for people – the smart people – to make even more money. To sell more stuff!

Bottom line. People “buy” a lifestyle based on selling their future income. It’s called using credit + effective programming by smart marketing folks who convince people that you must have it all now. Why wait?

Marketers and Technology Have Made Us “Incompetent”

Outside of their own jobs, how many people can fix their own cars, dishwashers, floors, or build a deck, or do basic plumbing? Not many. Maybe 10% of the population. People have been

trained to become dependent on infrastructure and “experts”.

Which has been the total boon of the service industry. Just a couple of decades ago, most people did these things, often with friends and a case of beer, and only the wealthy had them done. Now the “middle class” borrows money to get it done. This is a very short example list:

- Lawn care
- Pool cleaning
- House cleaning
- Basic plumbing repair
- Basic renovations
- Basement finishing
- Shingling a roof
- Installing new flooring
- Fixing or installing a fence or deck
- Repairing cabinets or furniture
- Doing an oil change or brake pads replacement
- Driveway sealing
- Duct cleaning

The list can go on for a pages, but people don’t do many of these things nowadays for 5 reasons that play into any marketer’s hand:

- Credit is very easy to get
- They’re simply don’t “feel” like doing it because they want to “enjoy life”
- They’re made to feel insecure about DIY – smart marketing about how “complicated” it is to do something... or “unsafe”, or you need “specialized equipment”
- They value their own “free” time at an extraordinary, unjustified rate
- They feel “entitled” NOT to do any of these types of jobs after their “grueling” 40 hour work week. What about the other 540 hours in the month outside of regular work hours?

Don’t Offer Too Many Options

The greater the menu, the harder it is to decide on what you want. It’s also harder and more expensive to deliver for the business.

Offering too much will also make it harder to sell.

Successful businesses have a “core” offering. The more a business tries to do, the greater the likelihood of failure.

The sales process must address the issue of “limited options” from the perspective of the customer’s needs.

No matter the product or service, it has to SOLVE THEIR CORE PROBLEM. Nothing more, and do it as fast as possible, and with as many things included as possible – meaning, limited options.

The more a person has to think about, the greater the likelihood of them changing their mind!

Always keep the “offer” simple and comprehensive. And easy to understand in their terms.

DO NOT SELL “features”. No technical features either. They don’t care. Focus is always on the subject of THEIR primary interest, which is essentially their primary “pain”.

As long as they “feel” emotionally that your offer will “solve their pain”, they will buy.

Communication Why There are Few or No Options

With respect to our product. The prospect needs to understand that their new website will bring in more business because:

- It will set them up to compete against the biggest suppliers of leads
- They will have an ABSOLUTE advantage
- They will be EXCLUSIVE, and no one else in their service area will have the same advantage
- The design has been tested over many years to optimize visitor conversion by providing all the relevant information visitors want up front, without having to click any other links
- The website has been optimized for “on-page-SEO” so the pages will rank in every corner of their service area
- Their brand, logo and images are featured, so the visitor can see who the service business is they’re about to contact.
- Any “customization” will likely hurt performance... so they won’t want that

As you cover these points during the process, they will understand, and will often be relieved because what you’re offering is:

- a “proven” product – which it is.
- They’re freed up from too much involvement. They typically want Done-For-You.
- They don’t have to “think” about anything

- They don't have to "do" anything
- Your offer solves their primary "pain"
- They're relieved that's it VERY well priced

The above list as a concept applies to all products and services. Offer something simple that takes care of their needs or wants.

People Trust People, NOT companies or faceless organizations

We have been inundated with high power sales and with powerful commercials literally telling us what to think, and how to assimilate the information in our minds.

The greatest tragedy in that process is that we take 3rd party references as authoritative and stop asking questions.

So we turn to the "experts", the "reviews", the "proof and facts", etc. All of which, as I described above, are funded by the very same companies selling to you.

If Dr. so and so A, said X, we never consider the possibility that Dr. so and so B may say Y – the opposite. This is because Dr. so and so A are paid by the marketers. Nobody pays Dr. so and so B. And when they do appear, they're easily and quickly outnumbered and discredited.

We "buy" truth on the news, on TV, in advertising, the internet and social media. In the "old days", the line was... "studies have proved that..." and we bought that hook line and sinker too.

Given the evolution of the internet, cell phones and social media, the tools available to massage your opinion includes the whole gamut of influencing mechanisms I described above.

And they're much more powerful.

Part 2. Selling in the Current Age

People Prefer to Connect With Real People

In today's world of marketing, the great push is for email marketing and targeted advertising on social media and video channels.

The financial reality is that it's very expensive to do, requires a lot of software, paid services,

and ultimately, the ROI is often marginal.

The reason for this is, people simply tune most of it out. So the war online is about “Click Bait”... the outrageous picture, image caption or video... just so you CLICK on it.

All this is a huge amount of work that never ends. Constant tweaking, creating ads, and A,B,C,D,E....X testing.

So there’s a monster sized cottage industry selling you products, courses, materials, software and tips on how to improve returns on advertising campaigns.

Typically, as we’ve found, the gains are at best marginal. The only winners in that equation are the platforms selling you the ads like Google, Facebook, YouTube, etc., AND the folks selling you the software or tools to improve your numbers.

That said, advertising does work – and IS A MUST TO REACH PEOPLE - but for high ticket products or services the sales process must always culminate in a personal conversation.

HOW to Sell Without Fear or Stress

My introductory statement is:

Do the OPPOSITE of what every single sales guru has taught you. The world has changed dramatically in the last 20 years since the internet, social media and cell phones have taken over the delivery of information.

Which means that **sales processes have changed.** The processes that worked pre-internet/cell era don’t work well anymore, though most sales gurus have not changed with the times and still prefer to hammer away with their outdated techniques.

Mostly because they wrote their books 20 years ago.

So in what way would the sales process be any different now?

The World Today for Sales is Very Different Than it Was Just 20 Years Ago

For one thing, the sheer volume of information coming at us every day is astounding, and we have learned to simply block out most of it. And that is tiring, so it’s mostly mental reflex.

The average person has to deal with – absorb, compute, accept or reject – *hundreds* of direct, indirect or subliminal sales pitches a day. From email marketing to ads at gas station TV monitors, on TV, in the grocery store, to friends telling them about a great deal they found. Not to mention the never ending march of ads on social media, video streamers like YouTube and

websites.

Yet... everyone still WANTS to buy something almost every day. And they do! Theoretically, you don't have to leave your house for anything. Ever. Not for food, not for clothing, or entertainment, or even to buy furniture or appliances. But that would land us all (me for sure) in the "happy pill academy" ... the funny farm.

We're social animals. We prefer to deal with real people. We like to chat, exchange stories, etc. In addition, a personal conversation builds trust and credibility that no amount of testimonials, references or proof will ever overshadow. People smell BS a mile away, and a great, honest conversation is as good as "done deal" in a sale.

The old method of direct person-to-person sales:

- Find the pain
- Put time limits around the "offer" ... last chance, limited time... blah blah blah...
- Exacerbate the pain
- Make them feel uncomfortable
- Put pressure on them
- Force them to hear all the "features" you offer, or how much better you are, etc.
- Ask for the close
- Some marketers even play the "we need to qualify you" game
- Make you book an appointment to seem "exclusive"

Just writing this list made the hair on my neck stand up. Why would anyone want to sell like this? I can almost feel the slime dripping of me if I had to do a sale this way. Not to mention the stress of having to do this over and over.

Re-cap what we know about the psychology of a typical sales prospect:

1. People WANT to buy from you
2. Nobody wants to be sold to
3. People prefer to deal with people
4. Pressure sales has poor ROI
5. Pressure sales is very stressful for the sales professional
6. They WILL buy if they want - or need - what you offer

The new method of direct person-to-person sales:

1. It's 100% stress free
2. The closing ratio is 60%
3. The conversations are very enjoyable
4. NEVER ask for the close
5. NEVER sell based on "features"
6. NEVER sell based on a "limited time offer"
7. PUSH THEM Away
8. The PROSPECT ASKS for the price
9. The PROSPECT ASKS FOR THE CLOSE

For the actual process and the sales script, refer to the Stress Free Sales Script.

To YOUR Success!