

The Inside-Out Sales Process - 6 Minutes

0:02 People are inundated with sales every day. And in fact, most of us are inundated with some kind of a sales pitch, you know, dozens of times a day, whether it's on social media or driving by billboards or, you know, on the gas stations, on the internet, the ads, I mean, it just drives us and everybody else crazy.

0:23 So we become really immune to it. But what we are not immune to is the number one, the desire to buy.

0:30 We all want to buy something, however, we do not want to be sold to. And ironically, salespeople are easier to sell to than non salespeople because salespeople are triggered by the same things.

0:43 And as human beings, we all have a desire to buy something and spend money and acquire stuff, but we just absolutely hate to be sold to.

0:54 So when you take an inside out sales process, you are not selling to anybody. Essentially what you're doing is having a conversation and convincing them that what you have to offer is actually wonderful and will benefit them, will make them happy.

1:12 So this is essentially selling without selling. So let's take a look at this as a conversational sales process, because when you're not, when you're talking about products and services that are high ticket, high value, so not, you know, even up to like \$97, people are not going to really get so in depth about, about the, the prices and the processes, but we're talking about almost \$1,500 and in some cases more so in those cases, people will only buy from you after they know you, like you and trust you.

1:48 Now, what you notice here is that this is not related to the price, because price in sales is often very irrelevant.

1:58 People find money and make it a priority to get something that they want. But in the sales process, they will buy something, particularly if you're, if you know that they're interested in the offer, which when you're in a sales call you already know that they are interested because they have reviewed the material.

2:18 So you know, the interest is there, then the barrier becomes that they have to know you. Who is this person?

2:23 I'm talking on the phone. And then over, during the course of the conversation, they have to get to like you.

2:30 And then a rapport builds, a relationship builds, and then they begin to trust you. So once they know you, like you and trust you, then they're actually going to buy from you.

2:42 Part of the mechanics and how this stuff works is you have to ask questions, which is how it begins. You ask them about their business, people like to talk about their business, they like to talk about what they like.

2:52 It's human nature. And when you're asking these questions, they are getting to know you and they're also getting to like you because you're taking a sincere interest in who they are and what they do, and then ultimately how you can help them.

3:07 And it's all about helping them. And one of the other mistakes that are typically made, which really, really impacts negatively a sales process is salespeople tend to get into featureitis.

3:22 And by that, by that I mean when you start to rattle off the different features, well, we don't do

this and we do that, and we don't do this, and we do that and we do this better than next guy.

3:33 And it just, it just, their eyeballs will roll around in their heads because they don't care. And when you watch the previous training, you will understand that they only will care about the one or two key points that they're interested in.

3:48 So any features that you mentioned that they're not particularly interested in asking about is just going to be a diier downward spiral of losing control because you're gonna open up the Pandora's Box, they're gonna ask even more and more and more questions and or fall asleep or hang up on you which well hasn't really happened.

4:04 But the bottom line here is don't start talking about features. And as taught before, do not talk about anything they haven't actually asked you about, which, which is another part of the process of, of them getting to know you and then ultimately getting them to like you.

4:22 They're like you because you're not pushing them. They're like you because you're not talking about things they're not interested in.

4:28 And then of course, you don't ask for the clothes. You never ask for the clothes. You never say, okay, so should we do it, let's get it done.

4:36 The the approach is to keep asking, is there anything else, anything else pop into your mind? And can you think of anything else?

4:43 And then they're going to ask, okay, well no, I think that's about it. So how much is this gonna cost?

4:48 That is when you give them the pricing information, when they ask, when they have run out of questions to ask, because at that point, all their questions have been answered.

4:59 You've had a great conversation. They know you, they like you, you let them talk. You, you shut up when you were supposed to have shut up and you didn't talk about stuff that they were not interested in.

5:11 You didn't introduce a whole bunch of stuff they didn't care about. So now they're going to trust you. And the other point here, last point here, is you never compare the product that you're offering to somebody else.

5:27 So that's also feature items. It's like, well, you know, home Advisor does it this way and we do it that way, and Home Advisor does this and we do that, and Home Advisor does that, and we do that.

5:35 You never take that, take that stance. It's always in a conversational way where the customer prospect would say, you know, those guys say they're selling my leads to everybody else at the same time.

5:46 Then all you have to say is, I know, isn't that crazy? We don't do that. And then you shut up.

5:53 So essentially you have, you have proven that you're better Without actually getting into that conversation of A versus B, they do this, we do that better, because then it's just one upmanship and you will lose.

6:06 So just remember this process, it's basically selling without selling. It's a very highly controlled conversational sales process where you must maintain control at all times.

6:19 All right, that's about it on this one too.