



S8+™ SALES PROCESS

When you learn to sell, you succeed.

INTRODUCTION

The S8+ Process is about taking your potential client on a journey over the course of your conversation. You are leading the journey. This requires two basic and important skills; listening and asking questions. Your client's needs and issues vary, but their perception of those needs and issues vary even more. Our job is to determine the root issue and address it appropriately to help your client make a decision for himself or herself. We provide the explanation to help your client do what they already know they want to do.

UNCOVERING THE NEED

People like to sell themselves on ideas, not be sold. Using specific questioning techniques helps your clients to picture their possibilities. Listen closely—every client is unique. Let them tell their story as you guide them by asking the right questions.

OPEN PROBES (BEGIN PEELING THE ONION)

Use open probes early in the call to allow your client to speak freely. Ask questions that require detailed responses. This will prevent talking at length about issues or benefits that do not interest your client. DO NOT info dump.

- “Tell me more about that...”
- “What else should I know about...”
- “Why do you ask that?”
- “What will that do for you?”
- “Why is that important to you?”
- “Give me an example of...”
- “Could you elaborate on that?”
- “What did you like about it?”
- “Could you explain that further...”
- “How can I help you?”
- “Talk to me about your experience...”
- “What else would help me understand...”



S8+™ SALES PROCESS

When you learn to sell, you succeed.

SHARE

Listen to stories and build rapport

GOAL: building trust, making a friend, showing interest, making them laugh, finding a common ground, and identifying with their situation, get them to talk more, speak freely, build that connection.

- tell me about what you currently do?
- what else should I know about that?
- how long have you been doing that?
- are you enjoying yourself?
- what do you like about it?
- can you elaborate on that?
- use developmental probes

SUITABILITY

Confirm basic need and qualify

GOAL: making sure there is a good fit between your product and the customer's needs, understand your customer's need, what are they trying to accomplish.

- what is your current challenge? what goal are you trying to reach?
- how long have you been trying to accomplish (x) or find a solution?
- what avenues have you already explored?
- what do you think you will use the product or service for?
- use developmental probes

SIGNIFICANCE

Uncover problem, discuss implications of inaction, understand motivation

GOAL: having them recognize how important this is in their life and the pain of doing nothing, help them realize where they are and if they don't make a change there is a consequence for inaction.

- what is motivating you to pursue (more info about your offering)?
- why is this important?
- what will change if you move forward with x? how will this impact your life?
- why do you want to do this now?
- what has kept you from pursuing this before?
- what happens if you do nothing?
- use developmental probes



S8+™ SALES PROCESS

When you learn to sell, you succeed.

STRETCH

Help them imagine the possibilities

GOAL: getting them to think big, imagine the future, create a vision, the value of making change, move them forward towards their goals.

- what will your life look like once you learn (x)? and help them build a vision...
- what opportunities will open up for you once you master (list program or service)?
- how do you believe your life/career will be different once you complete (list program or service)?
- once you find a right solution (which is your offering), how will this improve your income (per/month/yr)?
- use developmental probes

SELECT

Learn their options and why they want "you"

GOAL: getting them to verbalize that they have looked at other options and that they only see you as an option, have them sell themselves on working with you. You want to understand why they are looking at you as an option vs another resource because they have access to many resources.

- how long have you been thinking about (list your type of program or service)?
- what has kept you from completing/pursuing (list your type of program or service) before now?
- you can get this service other places, why are you interested in working with me?
- then they start identifying the things that other places don't suit their needs.
- use developmental probes

SPEND

Identify financial resources and willingness to invest

GOAL: assigning value to your program or product before you ask for the investment at the end, get them to confirm a goal and a willingness to invest.

- what sort of investment have you or are you willing to make to solve the problem?
- what sort of investment have you or are you willing to make in a solution?
- what kind of return are you looking for?
- what are your goals and by when?



S8+™ SALES PROCESS

When you learn to sell, you succeed.

START

Confirm intent and clarify timing of desired success

GOAL: getting them to commit to moving forward by focusing on when they want their desired outcome, plant the seed in their mind that they need to start to hit these goals.

- when do you want to hit that revenue target?
- what steps do you need to take to make that happen?

SOLUTION

Sell and close

GOAL: expressing your offering based on the discussion and how it solves their needs and going for the ask, provide them with your solution, how it works and the benefits that will solve their problem and close the GAP. One approach is to present Features of your program/product (tangible), Advantage (performance characteristics) and Benefit (payoff) this is known as the FAB approach.

- You will restate their GAP (where they are compared to where they want to be) EXAMPLE: As you recall we discussed the fact you want to create a better more predictable income for you and your family. I have a program that will help you solve this problem and get you to the income level you desire. I would like to tell you about the solution that will address your need.



S8+™ SALES PROCESS

When you learn to sell, you succeed.

SHARE

Listen to stories and build rapport

SUITABILITY

Confirm basic need and qualify

SIGNIFICANCE

Uncover problem, discuss implications of inaction, understand motivation

SPEND

Identify financial resources and willingness to invest

SELECT

Learn their options and why they want “you”

STRETCH

Help them imagine the possibilities

START

Confirm intent and clarify timing of desired success

SOLUTION

Sell and close

+SPREAD THE WORD

Ask for referrals