

# 3 SECRET SALES TECHNIQUES

FROM THE DESK OF DANE BETTRIDGE



THAT WILL  
INCREASE  
  
AFFILIATE  
COMMISSIONS  
THIS WEEK

# 1

# TRIAL CLOSE

The Trial Close is a strategy often neglected by even the best and most experienced sales professionals. As we move forward in the sales process, it is crucial to occasionally "test the waters" using the trial close. The purpose of the trial close is to assess the prospects' readiness to move toward or complete the purchase. For example, if you have a prospect who has signed up for a free 14 day trial of ClickFunnels using your affiliate link, this is a great opportunity to use the Trial Close. After a few initial follow up communications, ask your prospect "How do you feel about ClickFunnels so far, will you be sticking with software when your trial expires?" As you mine information from the prospect, you can cater your approach to each individual's needs. Perhaps offer a bonus share funnel etc. if they complete the signup process and move to a paid account that day.

## 2

# GIVE OPTIONS



Presenting the prospect with options will help them view you in a more consultative role. Choice not only empowers the buyer, it also helps them clarify their needs for not only you, but most importantly themselves. Many services we promote as affiliates have several pricing tiers. These different levels of product could be used as one of the options you may choose to present in addition to the product you're intending to sell. This is an opportunity to move our prospect into a higher priced plan, or alternatively, reassure them they the proposed product is the correct value for them. The final option you choose should be something that would include less product or service, and may not even solve your prospect's problem or fit their situation correctly. This is done to emphasize the value of the initial proposal while helping to reduce the price resistance we face as salespeople.

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# GO LIVE!

People are much more likely to follow the advice of a friend, than that of a stranger. It's critical to become comfortable on camera. One of the best ways to bridge the massive gap of the internet, is to go live on Facebook or Instagram for your audience. These free platforms have massive, targeted reach. Let your prospects connect with you on an authentic, personal level and they're much more likely to take any given action you're looking to achieve. Not only can a person build a personal rapport with a prospect far beyond the means of simple email communication etc., going live to demonstrate the features and benefits of a product you're promoting combined with effective follow up will greatly improve your sales conversions.