Twitter Thread by ■■■ ■■■■■■■■

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@HeyJimBurgess

The Psychology of Sales: 12 Steps to Selling that Actually Work...



1/ Relax

Drop the fake "salesy" enthusiasm

Be real

Be genuine

Show you are in control and get the conversation started off on the right foot

2/ Replace the pitch with a conversation

99% of salespeople pitch early

Never start with a pitch EVER

Ask open questions

You run the risk of pitching to the wrong problem

3/ Take the pressure off

If you try and force the sale you will lose the sale

Have an air of calm

Prospects can feel the desperation

Also...

4/ It's not about you

People only care about themselves

Ask questions about the prospect's challenges and concerns

If you are talking more than the client

that's a bad sign

5/ Put yourself in their shoes

Get into the mind of your buyer

- Why you?
- Why now?
- Why not your competition?

If you can attempt to think like your prospect you can better solve their problems

6/ Question like a Psychologist

Use these:

"Help me understand why you say that?"

"If you were able to solve this problem how would that make you feel?

Create value through the questions you ask and listen

7/ "No" isn't a bad thing

Not every lead is a potential sale

Not every conversation is a customer

Sometimes it's just a bad fit

Finding that out early saves you and the buyer a lot of time

8/ Dig Deep

Most people tell you the surface level issue

The real problem is usually going on underneath

If they could solve the problem themselves

they wouldn't need you now, would they? ■

Don't be afraid to push

9/ Say what you feel

If you get a feeling the energy is off

Be bold and say so

"I'm getting the feeling like you aren't quite with me on this. Am I right?"

Get the resistance out in the open

10/ Tie solving the problem to the value it would bring

Bring the buyer towards the good outcomes after they have solved the problem

"So if you were able to solve X what would that mean for you as a business?"

Link solving the problem to something tangible

11/ Make it a two-way conversation

When you pitch, check the buyer is still with you

"Does that make sense?"
"How does that sound so far?"

Build the connection with a feedback loop

12/ Talk about the budget early AND later on in the sale

This is a controversial one.

Some like to build value first before introducing price

My ethos is you need a basic level of engagement budget otherwise 1-11 was a huge waste of time.

Hey, thanks so much for reading!

If you want to learn more about social selling then follow @HeyJimBurgess

I'd appreciate you sharing the first tweet with your audience. ■

much love JB x https://t.co/V5PsYExXHV

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