

EFPS 2019

KILLING THE BELIEFS THAT ARE KILLING YOUR BUSINESS

How to Sell With Confidence Using Behavior Change Science

Click Here to [join our Private Facebook group](#). Join our Success Coaches and gym owners just like yourself who are solving sales, marketing, and the rest of their business challenges every day.

ABOUT ME



SELLING

WHAT IS IT?



An exchange

SELLING

WHAT DOES IT MEAN TO YOU?

An exchange

Persuasion

SELLING

WHAT DOES IT MEAN TO YOU?

An exchange

Persuasion

SELLING

WHAT DOES IT MEAN TO YOU?

Self-interest

An exchange

Persuasion

SELLING

WHAT DOES IT MEAN TO YOU?

Self-interest

Manipulation



LIMITING BELIEFS

A DEFINITION

Assumptions or perceptions you have about yourself and the way the world works.

“ COMMON LIMITING BELIEFS

I hate selling.



“ COMMON LIMITING BELIEFS

I'm not a natural salesperson.





COMMON LIMITING BELIEFS

I'm a nuisance to buyers.



“ COMMON LIMITING BELIEFS

Prospects are primarily interested in price.



“ COMMON LIMITING BELIEFS

I'm a trainer, not a salesman.



DEBUNKING LIMITING BELIEFS & LEARNING TO SELL WITH CONFIDENCE



DEBUNKING LIMITING BELIEFS & LEARNING TO SELL WITH CONFIDENCE



Sell like a Coach

5-STEP SALES PROCESS

SELLING WITH CONFIDENCE USING BEHAVIOR CHANGE SCIENCE (BCS)



1

Build Rapport



2

Explore
Aspirations



3

Uncover
Afflictions



4

Collaborative
Evaluation



5

Recommendations
& Commitment



5-STEP SALES PROCESS



1

Build Rapport



Make a genuine connection



Share expectations for the conversation

BEHAVIOR CHANGE SCIENCE

THE "ESSENCE" OF MOTIVATION-BUILDING



BEHAVIOR CHANGE SCIENCE

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Collaborative

Both the seller and the prospect are active and equal participants in the conversation.

BEHAVIOR CHANGE SCIENCE

THE "ESSENCE" OF MOTIVATION-BUILDING



Collaborative

Both the seller and the prospect are active and equal participants in the conversation.

Evocative

The seller taps into the person's intrinsic resources and values that may lead them to change.

BEHAVIOR CHANGE SCIENCE

THE "ESSENCE" OF MOTIVATION-BUILDING



Collaborative

Both the seller and the prospect are active and equal participants in the conversation.

Evocative

The seller taps into the person's intrinsic resources and values that may lead them to change.

Autonomous

The prospect knows there is always the freedom to not change (ie. the opposite of high-pressure sales tactics).

5-STEP SALES PROCESS



1

Build Rapport



Make a genuine connection



Share expectations for the conversation



Set the tone and establish a norm

5-STEP SALES PROCESS



2

Explore
Aspirations



Discuss goals and future opportunities

"What potential does the future hold?"

"How would life look different if...?"

5-STEP SALES PROCESS



3

Uncover
Afflictions



Unpack obstacles and pain points

"Why are you here today? Why now?"

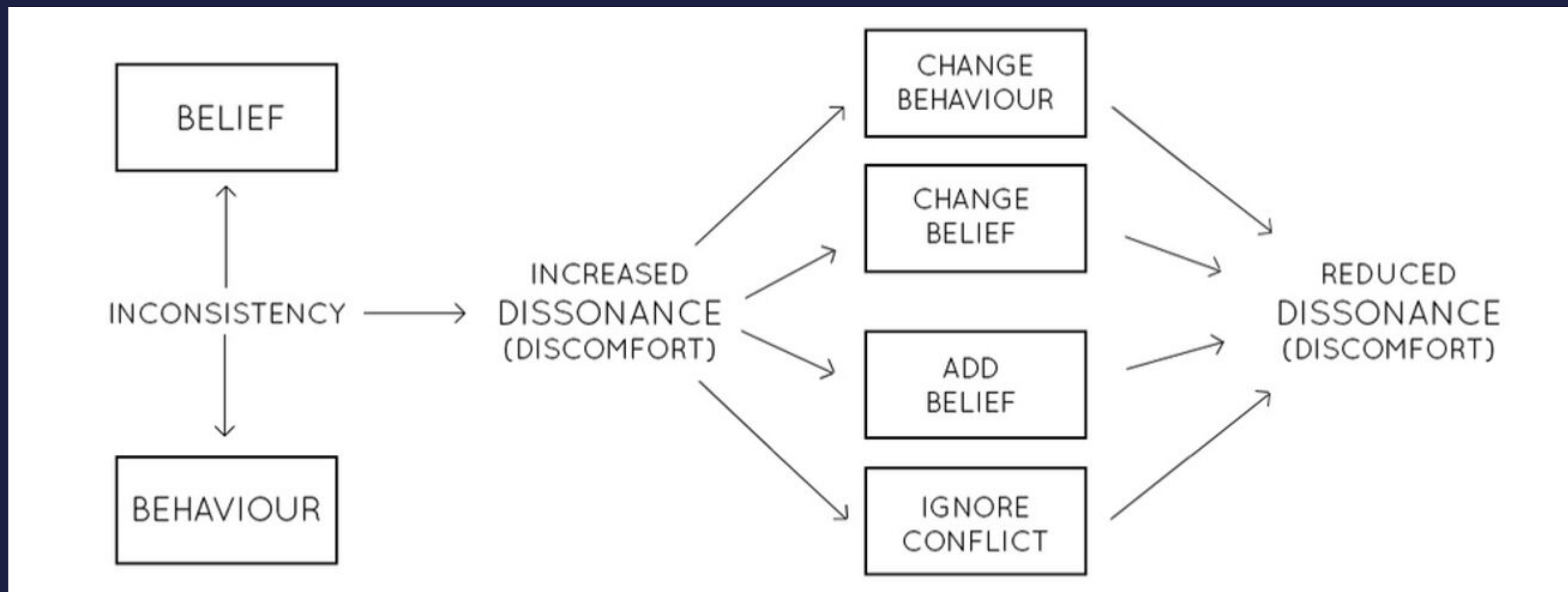
"What have you tried before?"

"What's worked? What hasn't worked?"

WHY DOES THIS MATTER IN SALES CONVOS?

COGNITIVE DISSONANCE THEORY

An attitudinal theory explaining how people reach consistency between their beliefs and behaviors



5-STEP SALES PROCESS



2

Explore
Aspirations



3

Uncover
Afflictions



Explore goals and future opportunities



*Create the delta and
surface cognitive dissonance*



Unpack obstacles and pain points

5-STEP SALES PROCESS



2

Explore
Aspirations



3

Uncover
Afflictions



Explore goals and future opportunities



*Create the delta and
surface cognitive dissonance*



Unpack obstacles and pain points

5-STEP SALES PROCESS



2

Explore
Aspirations &
Afflictions



3

Uncover
Afflictions



Explore goals and future opportunities



*Create the delta and
surface cognitive dissonance*



Unpack obstacles and pain points

5-STEP SALES PROCESS



4

Collaborative
Evaluation



Weigh the pros and cons of action and
inaction together

WHY DOES THIS MATTER IN SALES CONVOS?

TRANSTHEORETICAL MODEL (TTM)

A stage-based motivational readiness model for behavior change

Consists of five stages...

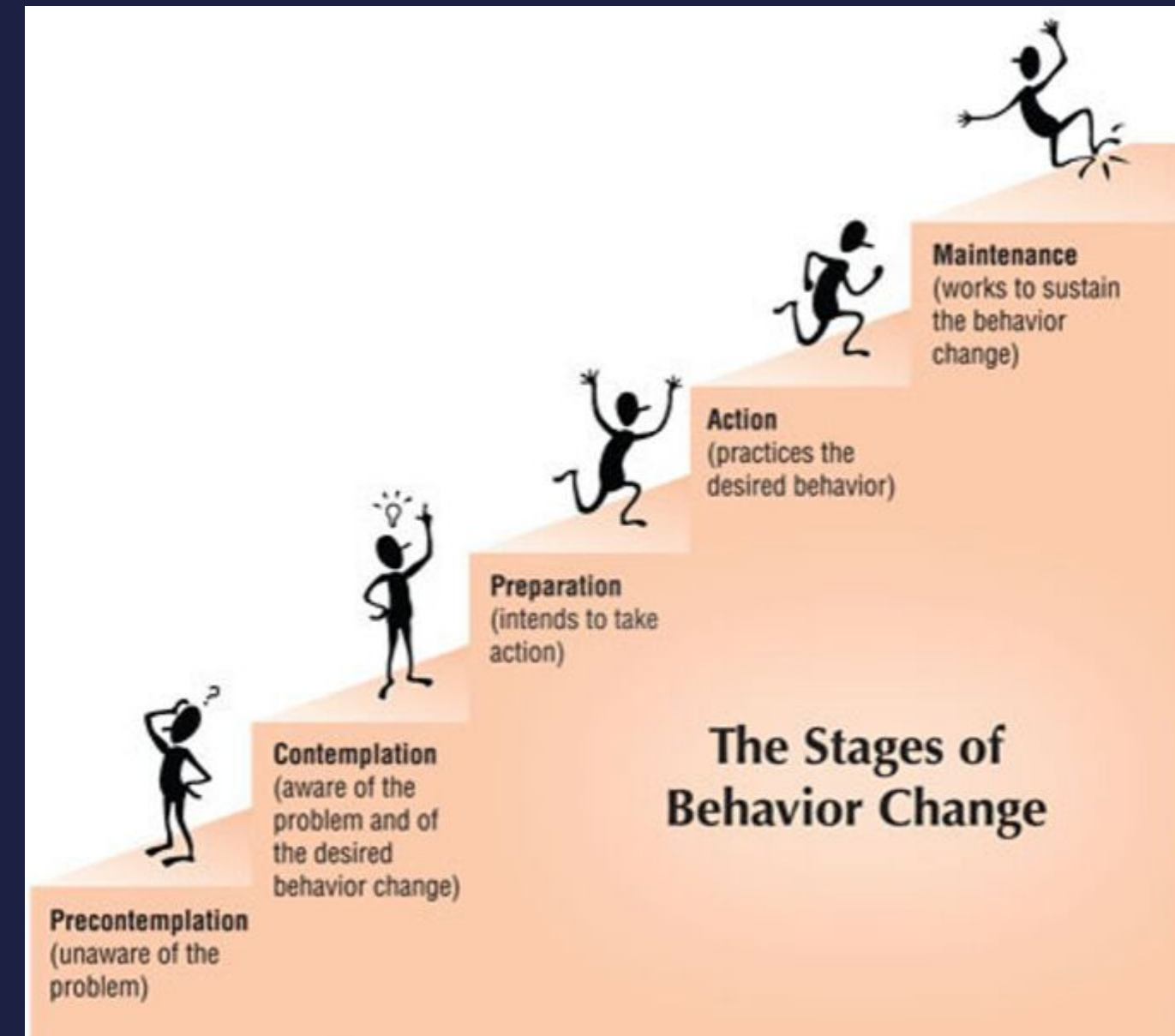
↳ Precontemplation

↳ Contemplation

↳ Preparation

↳ Action

↳ Maintenance

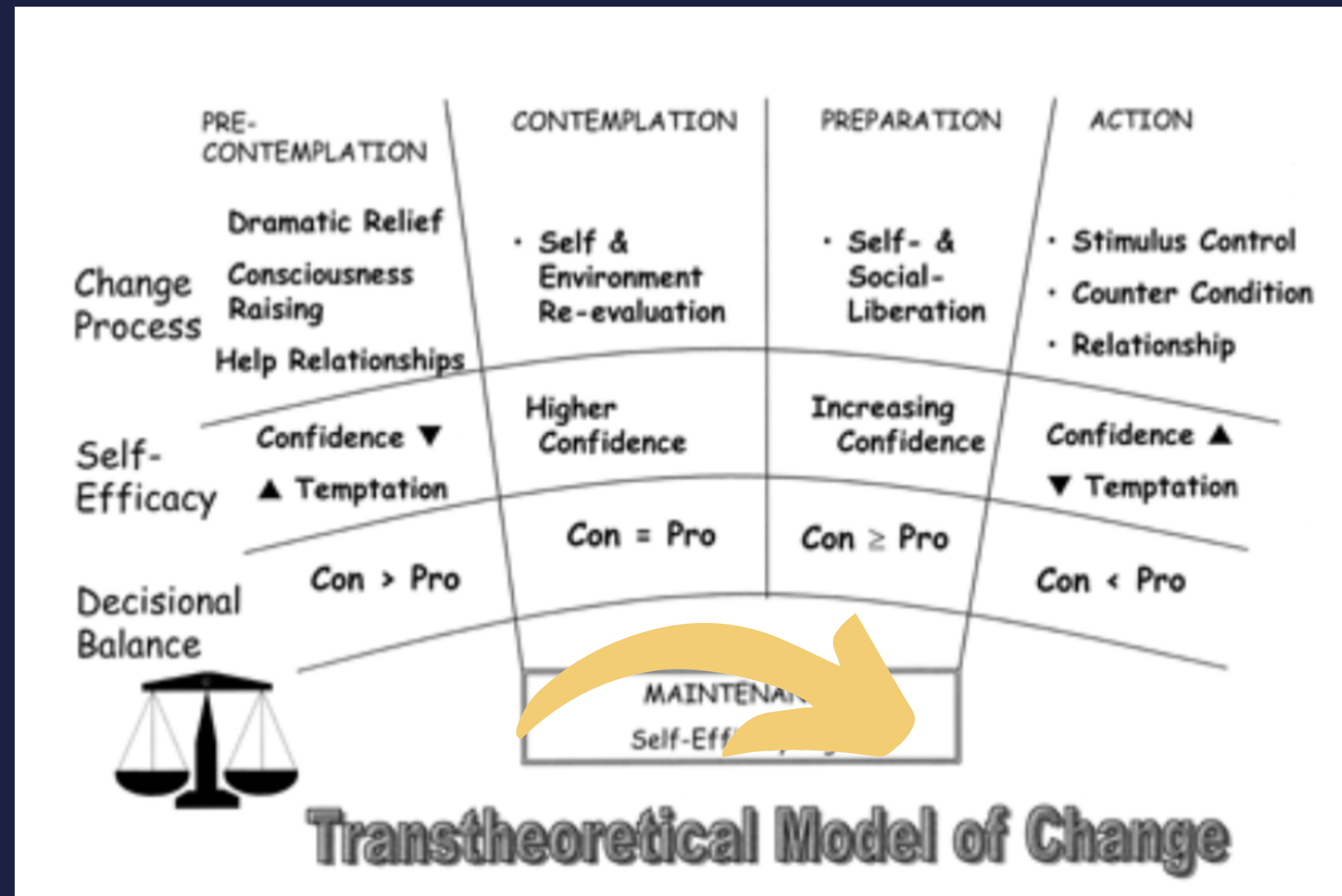


(Prochaska & DiClemente, 1982)



WHY DOES THIS MATTER IN SALES CONVOS?

TRANSTHEORETICAL MODEL (TTM)



5-STEP SALES PROCESS



4

Collaborative
Evaluation



Weigh the pros and cons of action and
inaction together



*Magnify the impact of his/her decision by
exploring its ripple effects*

5-STEP SALES PROCESS



5

Recommendations
& Commitment



Give summary recommendations



Make the connection to other clients' stories



Pose the commitment question

WHY DOES THIS MATTER IN SALES CONVOS?

SELF-DETERMINATION THEORY (SDT)

A dynamic motivational continuum model for behavior change



WHY DOES THIS MATTER IN SALES CONVOOS?

SELF-DETERMINATION THEORY (SDT)

A dynamic motivational continuum model for behavior change



type of motivation

WHY DOES THIS MATTER IN SALES CONVOOS?

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WHY DOES THIS MATTER IN SALES CONVOS?

SELF-DETERMINATION THEORY (SDT)

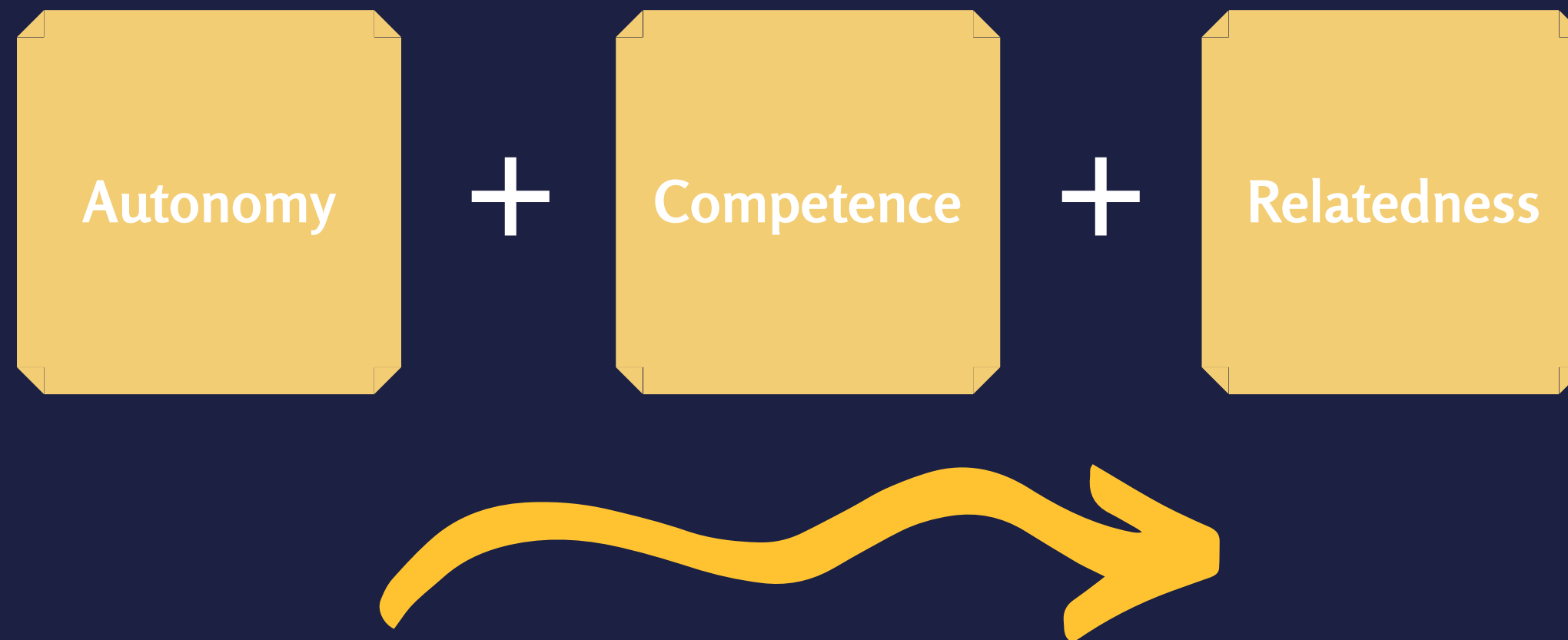
A dynamic motivational continuum model for behavior change



WHY DOES THIS MATTER IN SALES CONVOS?

SELF-DETERMINATION THEORY (SDT)

A dynamic motivational continuum model for behavior change



5-STEP SALES PROCESS



5

Recommendations
& Commitment



Make summary recommendations



Include reasons for confidence



Make the connection to other clients' stories



Pose the commitment question

5-STEP SALES PROCESS



5

Recommendations
& Commitment



Make summary recommendations



Include reasons for confidence



Make the connection to other clients' stories



Relate his/her situation to others you've worked with



Pose the commitment question

5-STEP SALES PROCESS



5

Recommendations
& Commitment



Make summary recommendations



Include reasons for confidence



Make the connection to other clients' stories



Relate his/her situation to others you've worked with



Pose the commitment question



Emphasize the freedom to choose

5-STEP SALES PROCESS

SELLING WITH CONFIDENCE USING BCS



1

Build Rapport



Set the tone



2

Explore
Aspirations



*create the
delta*



3

Uncover
Afflictions



*magnify the
impact*



4

Collaborative
Evaluation



*support
autonomy,
competence, &
relatedness*



5

Recommendations
& Commitment



MAKING IT STICK

↳ *Owning your process*

↳ *Getting reps*

↳ *Training and developing staff*



CONFIDENT SALES CONVERSATIONS

A Workshop - Saturday 9/14 at 9:50am

**THANKS FOR
YOUR TIME!**

QUESTIONS?