



How To Sell

A guide for small-business owners

By Matthew Kimberley

INTRODUCTION

This guide will teach you how to sell. Study it hard. Implement what follows, and you will sell more.

That's a modest promise, and it comes with no guarantees.

Like so many of these things, it's in your hands. I'll give you the tools, you use them.

Let me know how you get on. My email address is here:

matthew@matthewkimberley.com

I want to hear from you.

Why you need this

You might not need this guide. You might be a sales ninja. You might be closing business all over the shop.

But the chances are, if you're like most of us, you have an issue with selling, even if you don't acknowledge it. And if you *don't* have an issue with selling, you're smart enough to realize that learning pays.

(But secretly, you still have a bit of an issue with selling.)

The main reason cited by "experts" for why people like you don't like to sell is "fear of rejection." Or "fear of failure".

Both are wrong.

The main reason you don't like to sell is because:

You're wary of changing the nature of the relationship with the person you're selling to.

or

You're afraid that if you make a sales pitch too early in your relationship - or at any stage in your relationship - then you will lose a potential sale later on.

Instead of selling, you've been known to employ HOPE (gasp!) as a business strategy.

(It's OK. We're all guilty to some degree.)

You HOPE that if enough people find out about what you do, then a handful (or a horde) of those people will, of their own volition, ask to buy your services.

But **HOPE is not a business-building strategy**. Build it and they will not come.

... not unless you can throw millions of dollars at mass-market advertising. (This is, of course, the precursor to selling.)

So you NEED this guide, instructively titled "How To Sell", because you need to sell more frequently and more effectively.

It's time to treat your business like a business, and set yourself the same sales targets as you would set sales staff whom you employ.

Remove yourself from the equation. This is not about YOU. This is about your BUSINESS.

And because it's business and not personal, you should not be afraid to change the nature of your BUSINESS relationship with prospects

The people that YOUR BUSINESS interacts with on a daily basis are people who belong SOMEWHERE in your sales funnel. They are a lead, or a prospect or a customer. They are nothing else.

If they are NOT somewhere in your sales funnel, DO NOT BOTHER pursuing a business relationship with them. They may be your friends. If that's the case, don't sell to them. It's difficult and messy to sell to friends.

Clients become friends, that's common. But a friend should not become a client, not in that order.

(There are other people in your world, of course: promotional partners, suppliers, and employees, but we're not concerned with them today.)

This brief guide will show you how to have more frequent, more effective and more profitable SELLING transactions.

If you want to drastically increase the audience of people who you can sell to, get your free copy of "[5 Things You Need To Do Every Morning To Get More Clients In 60 Days](#)" now.

Why I'm the one to tell you how to sell

I was not born into sales, but I learnt it. I practiced daily, failed regularly (still do), and swallowed EVERY book I could get my hands on (still do that, too).

When I was sixteen, I sold double glazed windows to disinterested housewives on the telephone.

When I was twenty two, I sold expensive timeshare apartments to holidaymakers who had no need or want for timeshare apartments. Some of them were still in their swimwear when they handed over their credit cards. I once sold 45.000 USD worth of "holiday vouchers" to I man I had met just three hours before.

I was the company's top salesman.

I then moved into corporate sales, where I sold high-ticket recruitment services to harassed and sweaty procurement professionals. I would start on the telephone, carry on the relationship over long lunches and tedious meetings, and then close business worth hundreds and thousands.

I set up my own professional services company aged 26. I hired, trained and fired salespeople on my own payroll. I kept selling.

In the first year of business we turned over 1.1m EUR. We more than doubled it the next year.

But I quit, because it wasn't right.

I now devote my life to solving the single biggest issue facing small businesses: not enough clients.

I closed my first client within a week for 15.000 USD.

I know how to sell.

Now let me show you.

WHAT ARE YOU SELLING?

Don't skim over this bit. You might be clear on what you're selling, but are others?

If you're not clear, then this section is doubly important.

What you are selling should address the NEEDS of your target market.

This point has been hammered home to death by marketing consultants. That's because it's true.

What does your target market NEED?

You don't get to tell your target market what it needs, you have to FIND OUT what it needs.

Does it NEED a motorized laundry basket? Or do YOU think a motorized laundry basket would be cool?

Does it NEED to have the confidence to strut around naked in public, or are you projecting your own exhibitionist ideals on the marketplace?

Most inventions - the vast majority - are unsellable because ...

... nobody but the inventors can see the NEED for them.

It IS possible to create a need. To do that, you need a huge marketing budget. And I mean HUGE. Did you know, for example, that you NEEDED a ShamWow before the ShamWow guy told you?

Perhaps not, but he had the advantage of a multimillion dollar marketing campaign behind him. The guys who sell knife sharpeners and tupperware on street-stalls employ a similar technique, albeit scaled down to the miniscule.

Stick to what your market needs. It doesn't have to be unique, it doesn't have to be new, but it does have to be needed.

Right now, jot down a list of stuff that your target market NEEDS. Don't TELL them that they need it, see what they ACTUALLY need, and give it to them.

It could be accountancy services, it could be more hours in the day, it could be a door-to-door food delivery service, or it could be a greater sense of well-being. Whatever it may be, identify it, and give it to them.

Personally, I deliver more clients. Show me a business owner who doesn't need more clients, and I'll show forty thousand who do.

**Failing that, (and in addition) address the DESIRES of
your target market.**

Needs and desires are cut from the same cloth. Chances are, if your market NEEDS something, they'll DESIRE it as well.

But sometimes, they desire something just for the sheer hell of it.

- I don't NEED a Ferrari, but I'd LOVE to have one.
- I don't NEED to go skydiving, but it's a pretty damn attractive prospect.
- I don't NEED to have a massage, but I'd sure as hell like one.

If needs address the rational, then desires address the emotional.

All needs lead to desires, eventually, even in the case of liver transplants. Not all desires stem from needs, though.

Identify how your product or service addresses the desires of your target market.

For example, if you sell copywriting services, then your clients need to communicate clearly, and they desire the prestige and

inflated ego that the associated compliments about "beautiful copy" will bring.

If you sell life coaching services, then your clients need to improve their relationship with themselves or risk clinical depression, and they desire to be stress-free and full of joy, with a spring in their step.

If you sell hot air balloon rides, or vacation rentals, that's something nobody needs (be honest) but you can address the desire factor strongly.

Just make sure you can.

What's the BENEFIT of your product?

Don't look at the benefits of your product when compared to other products or solutions in the marketplace (we'll do that together, later.)

Instead, look at the stand-alone benefits of your services.

Michael Port - the small business author - teaches that there are four major types of benefit that apply to EVERYTHING that can be sold.

These are:

- Financial
- Emotional
- Physical
- Spiritual

So, if you're a dentist, then your services offer financial benefits (look after your teeth today, save money in the long run), emotional benefits (you will have greater self-confidence with a brighter smile), physical benefits (this is obvious) and spiritual benefits (you will be a better person with a healthy mouth).

What are the benefits of what you're selling? Identify them. And communicate them.

You don't need to hammer home the benefits of your product or service in your sales pitch. Allusion can be much stronger. Just be sure they exist and you know what they are. Otherwise, what good is what you're selling to anybody?

What you are selling has to be TANGIBLE and VERIFIABLE

This is important - really, really important.

Is your service TANGIBLE?

Are you selling a widget? A flower arrangement? A certification?

A return on investment?

Can I, as a buyer, be ABSOLUTELY certain WHAT it is that I'm getting from you?

If you're selling services, this isn't so straightforward.

"You'll get six hours with me" is great, but what do I get during those six hours with you? Can it be measured by an outsider?

You need to define a RESULT (one that I need, or desire, or both) and not just a package of hours.

What's more, the result will deliver the benefits (Financial, Emotional, Physical and Spiritual) as defined in the last section.

You see, there's a method to this.

"You will lose five pounds", "you will have a lawn that is green and short and tidy" and "you will have more clients" are all good examples.

What is the identifiable, tangible, measurable result that your clients get when they buy your thing? **Write it down.**

You need to sell a COMMODITY

This builds on the previous bit.

By making your offering into a commodity, you further build on the verifiable outcome by clearly delineating how it is delivered.

Hairdressers do this. You can have a cut (simple package) or cut and blow dry, or cut and color and blow dry.

It might seem obvious to you. But lots of folks who offer 'hourly' rate consulting don't do this and are missing a trick.

For example, it has been proven that it's more effective to offer a "package of sessions" with a coach than just an "hourly rate". It gives a framework to your prospective buyer about what to expect and, of course, how much they need.

If you sell your services on retainer, that's OK as well, as long as there is a monthly "package". Think of yourself as a magazine. For your subscription, you get four issues a month. Not more. Not less.

If you don't do it already, bundle your current offerings into "packages". Help the buyer make a decision about how much he

needs from you. Your buyer will buy more from you first time if you do this well.

What does your packaged commodity look like? What am I getting in terms of deliverables?

It might sound dull and too corporate to even consider, but it's how we make buying decisions: the more information we have about what we're getting into, the more likely we're going to get into it.

That is presuming, of course, that you tick all the boxes in the previous chapters.

WHY SHOULD I GET IT NOW, FROM YOU?

The market place is competitive. Other people are doing what you do. Some are cheaper, some are more expensive, some are (even) better than you.

How to convince your people to buy from you instead of anybody else?

Read below, and apply.

Is your stuff measurably better?

This can't be subjective. It has to be measurable against the competition.

The good news is that just about any differentiator can be a better-maker:

- "Removes more stains more quickly = good
- "Smells less sulfurous" = good
- "Is better" = bad

Identify your differentiator and play it up. Own it.

"The only French-speaking life coach in North Carolina" is *better* for people who need a French-speaking life coach. You're better at doing life coaching in French than anybody else in your neighborhood.

If you're struggling with finding your differentiator, you can either narrow your niche, or else make your client-base your differentiator.

Yes, you read that right. Unless your clients have several life-coaches, your clients can be the differentiator:

"The only life coach to have received glowing testimonials from Mr. Smith in Las Vegas" is a differentiator. Think of the referrals.

You have a differentiator. Identify it and broadcast it.

If you have trouble with this, it's one of my favorite things to help my clients with. It touches heavily on your own personal branding. Get in touch if you want my help by sending an email to matthew@matthewkimberley.com

Pricing as a marketing tool.

This is simple. People will buy from you based on price.

That doesn't mean you have to be the cheapest (although you could be). I am one of many hundreds of thousands of potential clients who will almost NEVER buy the cheapest option available, for two reasons:

Firstly, if something is cheap, then, to my mind at least, it's likely to be mass-produced, careless or amateur. Or else there's something else wrong with it.

Secondly, it's an ego thing. That's why people order the second cheapest bottle of wine on the wine list: to not appear cheap. Flatter your prospects' egos. Let them know they're getting something of quality. Something that's not easily available.

Premium pricing also allows you to offer discounts. Everybody likes a discount. People BUY MORE when they are getting something for nothing, every time.

If you're uncomfortable charging more, then get uncomfortable.

If you yourself can't see the value in what you're selling, then your prospects sure won't be able to, either.

Lots of my clients have trouble charging what they're worth, and there are tomes and tomes of literature devoted to just this.

Here's a tip I got from Jairek Robbins:

Increase your prices incrementally with each five clients.

Start, say, at \$100 for your first five clients, then up to \$125 with your next five. Keep going until you feel you are at your peak.

This way you don't need to make any big announcements about price hikes, and you don't have to make any cataclysmic changes overnight.

Pricing IS marketing. It helps you have sales conversations.

"There is definitely cheaper available, you get what you pay for," is as powerful as "there is no cheaper."

How do you differentiate on price? Work it out.

Is your stuff newer?

Novelty is also an important differentiator. You get what's called "first mover advantage" if you're the first in line with a new thing. In the beginning, you'll be able to offer something that isn't available anywhere else (or nearby, at least) and in the second instance, you'll be seen as the "trailblazer", rather than a copycat.

If your thing isn't new, make it new. Give it a name that nobody else has. Are you selling confidence classes? Or are you the only person in the neighborhood to be teaching (your own) proprietary confidence techniques?

The difference is palpable.

"Improve your confidence" is one thing.

"Improve your confidence with the newest, most groundbreaking technique ever bought to market, in classes bought to you by the inventor of the system" is something quite different.

New is shiny, new is attractive and new sells. It also allows you to adapt your pricing accordingly.

You could ask for more, because it's new. Or you could offer the "guineau pig" trial.

"Normally, this new course will cost \$1000, but I'm looking for some guineau pigs to make sure it's right for the market. Today it's only \$500, and if it doesn't work, you get all your money back."

Write down how your thing is new.

(Hint - you only need to change the *name*)

Make stuff unavailable.

Yes! People will buy from you instead of other folk if you can maintain an aura of exclusivity and scarcity around access to you and your services.

If you are everywhere, all the time, and you're ALWAYS putting stuff on sale, then your prospects will get used to that and put off their buying decision.

You can effectively and ethically force a buying decision (and the decision can be "no" - it's better to have a firm "no" than a "let me think about it") by decreasing the amount of things you have to offer or the time-frame in which these things are available.

You should try combining these with pricing options for the most effective scarcity techniques.

"There are only five places available at \$2000. If I put it on the market again, which I probably won't, then it will cost at least triple that. If you're interested, you have until Monday to sign up, unless the spots go beforehand. It will be first-come, first-served, so move quickly!"

How can you up your exclusivity, celebrity and desirability factor by limiting access to your programs? **Write down an idea, try one today.** You'll see an immediate effect.

You don't have to do a damn thing.

Yep, some people will buy from you instead of anybody else because you are YOU.

This is your biggest differentiator in a crowded services market. We do business with people that we know and like. Work on your personal branding, get out into the world, exist more, and let people discover you.

This "technique" can work on its own, but you'd be daft to rely solely on the power of personal celebrity without having strong structures in place as outlined above.

That said, if nobody knows who you are, and if nobody likes you, then nobody will buy your stuff, period.

How are you letting the world know you exist? How are you marketing yourself?

You don't have to become a celebrity, you just have to be famous for something. You don't need a thousand people to know who you are, you just need the hundred people who matter to know what you're good at.

Work on eliminating the pseudo-corporate barriers that tend to infect all of us to some degree. Putting any of your literature, marketing material or web-copy in bureau-speak is going to attract dull, grey, faceless clients. Or nobody at all.

Inject your own personality into your branding. You don't have to share the three-martini lunch or morning halitosis, but polish your good bits and put them on display. (Just don't get arrested.)

WHEN TO SELL

OK, rock and roll! You've worked out what to sell, and why your prospects should buy from you. Now, you've got to work out when to sell. This bit's easy.

Sell All The Time

This doesn't mean that you need a megaphone and a glib line in "sales patter" to bring out at parties and funerals and networking events. If you do that, people will avoid you.

It means that you, as a very small business owner, are the walking manifestation of your entire brand. You've got to let people see your best side. You've got to exhibit confidence and brilliance without selling out.

It also means that you need to have no hesitation in recommending your own services. It's your livelihood at stake here. "I might be able to help you with that" is a phrase that you can repeat over and over, many times a day, without coming across as a slime-ball salesperson.

It means, as well, that your services need to be ready to be sold at any point in time.

Get your house in order. Get your systems set up. Don't lose time working out pricing and delivery on a case-by-case basis. You've commoditized your offerings so they can be handed out as easily as candy. Start dishing them out.

Have a sales conversation today. TODAY!

Sell when people are ready.

The best time to sell is not the first time you meet somebody, though.

Look at your relationship with your prospects as *just that*: a relationship.

Like all relationships, the best ones aren't consummated on the very first meeting.

You don't give out on a first date.

You'll enjoy a more fulfilling relationship when there's a period of courtship, wooing and getting to know each other before you seal the deal and get messy. Your relationship will last longer, to boot.

That doesn't mean give your best stuff away for free, or even give anything away for free. It doesn't mean that you need to make yourself available to your prospects at times that suit them. You get to set the agenda.

But show them enough of you that they can make the decision to get to know you better, then, when they're ready, you let them know what you can do for them.

But don't just hope they'll come to you. You have to make the offer yourself. You'll close more business, I promise.

You might have to have fifty sales conversations before you get your first deal, but that's one more than if you only have forty-nine.

Sell before you make friends.

You're a good person, right? You care for your friends, and you want to help them out. All of your clients have grown to become friends of yours. That's good. That's exactly the kind of relationship that you need with them.

But how many of your friends have gone on to become clients? One or two, perhaps? Did you find it more difficult because there was an extra layer of emotional investment? I bet you did.

I'm not talking about people you meet, or know, or friends of friends here. I'm talking about your real friends.

Do not sell to them. It ends in tears.

And to that end, make sure that you're selling your services to your prospects before you both consider your primary relationship to be "friendly". Friends expect favors.

That means don't give your stuff away for free. Don't do free consults willy-nilly, and don't reply to every email you get asking for advice. Say "no" to anybody who asks to pick your brains. Your brains are what you sell. They are not for the picking.

You need a system.

You should be able to sell when you're away from your desk. You should be able to sell when you're away from your home-town and when you're skiing, or surfing, or whatever it is you do.

Once I decide, as a prospective buyer, that I'm ready to become a real buyer, then I want to do that NOW, not when you get back from your vacation.

There are two (contradictory) sayings that both apply here:

1. Time commits

The more time and effort you invest in your prospect, the more committed the prospect will be to you.

2. But time kills all deals.

Once a buying decision has been made, if I have to faff around to get what I want, then I'm more likely to quit the buying process with each ticking minute.

So give me a button to click quickly.

You need to eliminate the procedural barriers to the clients getting their hands on your offerings. That means no emailing

backwards and forwards, no getting them to print off documents, fill them in by hand, scan them, sign them and fax them back to you.

Technology is your friend here. You don't even have to do it yourself. Jump on Elance and get somebody to set you up a payment processing and booking system.

I use [Infusionsoft](#). There are other options. Call me to find out what the best one is for you: +1 347 270 8539.

When not to sell

Don't sell at networking events. Networking events are for marketing and connecting, not closing.

Don't sell at funerals. It's in bad taste.

Don't sell on the competition's turf. It looks desperate if you pitch up at somebody else's seminar just to promote your own.

Plus, it's rude. Imagine if somebody did the same to you.

Don't sell when you're on vacation. You need down-time to recharge your batteries. Let your systems take care of that for you.

Don't sell when you don't like the client. Listen to your gut. Your gut takes care of you.

Don't sell if you don't believe in what you're selling. It will come back to haunt you. Trust me on this, I'm a former timeshare salesman.

Don't sell to family. Especially family by marriage.

Otherwise, sell all the time.

HOW TO SELL

This the bit you've been waiting for. Pay attention.

Warm up

This is the "getting to know you" phase. It started, in fact, the minute that your prospect first became aware of you.

But now your prospect has responded to your call to action, this is the bit where you get to know them.

In fact, you've got to get to know them better than they know themselves.

The way to do this is super simple. You need to ask lots, and lots, and lots of questions.

The questions should all serve a purpose. One of those purposes is, evidently, to get your prospect to feel at ease: at ease with you, and at ease with sliding their credit card out of its wallet.

The other purpose that your questions should serve is to find out what the problems, issues and hot buttons of your prospect are.

You get to find out what's important to them, what makes them tick and what puts them off.

You can find out about their financial situation, their family situation and their health. The more your prospect shares with you, the more they are trusting you. You're forming a relationship.

Without exploiting that trust, you're then in a better position to offer your solution, because you know what solution they need

...

Solution

... the solution that you offer is the solution that your prospect needs. Sounds simple, right?

It's not that simple. It needs a little finesse.

Let's say, for example, that you sell vacation homes. Mr and Mrs Smith are speaking to you because they might just be in the market. For the moment, though, they're "just seeing what's available."

They want somewhere with a pool and a two-car garage. They'd also like at least an acre of land (front garden and back garden) and, ideally, a view of the sea. They need a study, three bedrooms - one for them, and two for their grandchildren, who they don't get to see very often - and a separate dining room for entertaining.

What are you going to sell them?

If you said anything other than "the dream of getting to spend more time with their grandchildren realized" then you're wrong.

Draw heavily from the benefits to craft the solution. The benefits are always clear, once you know what the *real* needs and the desires are.

Objections

"Objections" is an old-school selling term, and it covers pretty much anything that gets in the way of the sale being completed.

- "It's too expensive."
- "I have to check with my wife."
- "I'm only interested if it comes in lavender."
- "It's a bit big."
- "It's a bit small."
- "I need time to think it over."

All of these reasons for not buying are not really reasons, but excuses. There are only two reasons that people don't buy your thing:

1. They don't want it.
2. They don't need it.

You can create desire, but it's difficult (and borderline unethical) to create a need. That's why you need to be selling them something they're likely to need in the first place.

The best way to deal with objections is to cover them up front. That means you need to furnish them with information. Not so

much information that they get overloaded, but the information that they need to make the decision.

To find out what information they need to make the decision, go back and re-read the "Warm Up" chapter.

Remove the stumbling blocks before they get to them, and hammer home your guarantee.

(You do have a guarantee, right? One that eliminates all risk? If not, get one. It eliminates EVERY logical objection to spending money.)

Close

And so you've got a hungry buyer. Don't muck about now, CLOSE the deal.

Recap everything briefly, then, tell them what's going to happen:

"When [not "if"] we agree to work together, you'll need to give me your autograph [not "signature"] on a piece of paper [not "contract"] that basically sums up everything we've spoken about today. I'll take your card and swipe it now, and we can get started tomorrow!

Before we go ahead and do that, have you got any questions?"

If yes, answer them. If no, move on.

Offer your buyer an opportunity to back out. If you have to convince them, it's not time to close. You should have them HAPPY and SALIVATING to do business with you.

"Good. Now, I just want to be doubly, triply, sure that you're as excited about this as I am. The last thing I want

is for you to walk out of here with any regrets or questions.

You're good to go? GREAT! Let's do this!"

Recap on everything. Get the commitment. Get it in writing. Get them to tick the checkbox. Get the sale.

You rock!

Button up

The button up is how you tighten the screws on the sale. It's crucial that you take this seriously.

This "sweetening of the deal" eliminates buyers' remorse. It's also known as "client onboarding."

The stuff you do immediately after the sale is what keeps your buyer in bed with you.

Done properly, it will eliminate people who say "yes" today and "no tomorrow. A lot of buyers will say "yes" under pressure, and then claim that it's PRECISELY because of the pressure that they bought. This is not a good situation.

You eliminate the pressure by closing properly. Then button up carefully

A button up, depending on your business, can be an unadvertised bonus, or a bunch of flowers, or a box of chocolates, or a handwritten note, or a book (an incredibly low priced sweetener).

Try and make it personalized. Depending on the value of the deal, you might want to take that person on an all-expense paid trip to the Bahamas, or a coffee at Starbucks.

If you sell software, you might want to give them a complimentary "onboarding" session (make sure you've included the overhead in your price) which VASTLY and DRAMATICALLY increases the perceived value of the offering. You might want to invite them to a party.

Work out what kind of button-up gift you can commit to, and deliver without any hassle, to your new clients. Then do it. Each time.

CONCLUSION

Congratulations. You now have all the tools you need to sell.

If you need access to more people to sell to (if you want to increase your network) then I strongly recommend you get your hands on my free guide:

["5 Things You Need To Do Every Morning To Get More Clients In 60 Days"](#)

... if you haven't already.

I'll show you five no-cost activities that you perform each morning for twenty minutes to massively and exponentially increase your buying audience.

Remember, you are not running a charity. You are not pursuing a hobby. You have decided to devote yourself to your business, and you need to take decisions with your CEO's head on.

When you are in the office, putting in the eighteen hour days that all entrepreneurs do when they are just starting out, you need to be CRITICALLY aware that YOU are the BOSS.

That DOESN'T mean that you get to swan around on the golf course all day and chase skirt. That means that you have to enforce the SAME standards of behavior and SAME expectations of results on YOURSELF as you would do on your employees.

That means you need to use a sales system. The one included in these pages will be more than sufficient.

But if you need more help, get in touch. I'll be glad to hear from you.

I work with small-business owners around the globe to help them get more clients. Together, we'll set up a marketing plan that will be considerably more effective than the one you're using at the moment, or your money back.

You can find out more about working with me [by clicking here](#).

Matthew

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