

Part V : The Sales Process and Building Rapport

There have been numerous books/articles/tapes done on the sales process. For our purposes, I want to use a very simple breakdown as follows:

Stage 1 - Developing a prospect list.

Stage 2 - Initial Contact.

Stage 3 - Presentation....

- ***A. Introduction and Development.
- B. Your Goals and the Prospects goals for the meeting.
- C. The core of your presentation.
- D. Questions and Clarification.
- ***E. Conclusion and Future Action Steps.

Stage 4 - Evaluation of the Meeting

Stage 5 - Delivering the goods

Stage 6 - Follow-Up

This book addresses Stage 3 and more specifically points A & E within stage 3. However, with a little creativity you could spice up the whole presentation with "imprint techniques" here and there. But keep in mind a very important rule that any good performer lives by....less is more. Always leave them wanting more. *Engaging Entrances* consist of simple ideas that help you get to know the client/prospect and allows the prospect to get a glimpse of who you are. Which makes point A the ideal spot for most of these gimmicks. *Engaging Entrances* also gives you the chance to learn valuable information that will help you in the process of communicating with the client.

As a professional you know that altering your presentation is quite common based on the information you acquire from your prospect. By using these imprint techniques at the beginning of your presentation you gain 2 very important advantages:

- 👁 One, you start the process of building a relationship with your client in a fun way.
- 👁 Two, you can determine what style the client is accustomed to dealing with.

In my business, I do something known as Strolling/Walk around magic. This is very similar to the sales process outlined above. With walk around entertainment, people are gathered at a table or standing around chatting in a group. The advantage I have over the traditional sales person is that I can pull out very early in the process if I realize there is no interest in my service. What I mean is I always break the ice using the techniques from this book. In this way, I determine my audiences interest level. If they show no interest, I finish quickly

and move on. If they do show interest I continue with my full routine. I guess in retrospect, this could be more accurately viewed as a cold call situation. In the normal sales process, you are meeting with a "prospect" which implies that these are individuals who have raised their hands for your product/service. In the above scenario, this is **not** the case. I have no clue if the group is even interested in what I have to offer. But the point of this book is to give you a number of ways to kick the presentation off in a fun and engaging manner. We have all had those moments after an explosive introduction we look at our audience and they resemble patients at a sleep apnea clinic. Imprint techniques grab the attention of your prospects and clearly differentiate you from the hundreds of others who present before and after you.

Compelling Exits fits best at point E in the meeting portion of the sales process. The goal for Compelling Exits is as follows:

1. Help the prospect remember you and your name.
2. To get the prospect to keep your card and use it.
3. And finally, to get the prospect to share your card with others.

Let's face it folks, in 60 - 75% of the cases your card is filed away in the circular file or in a real file kept in a cabinet deep down in the catacombs, never to be seen again. With business card impact they will keep the card, use the card, remember who gave them the card, and be excited to show others what happened to the card. How many times have you gotten to stage 5 of the selling process (delivering the goods) and had this happen? "Hi, Ted this is Brian Richards how are you doing? (Looooooong Pause)". That is because you are one of dozens who come calling and they can't separate you from the rest. Now think about the psychological situation this puts the client in... they can't remember you and now feel a little embarrassed. The prospect pulls away. By using business card impact, in most cases your name will ring a bell because they will remember what you did with the business card. Or another scenario might be they don't remember your name but all you have to say is, "Yah, you remember me I'm the one who prints business cards with my bare hand!" or whatever you did with the card. Suddenly, you and your presentation leaps to the forefront of their mind. This wonderful advantage helps to smooth over those awkward moments. In many cases, by using an *Engaging Entrance* or *Compelling Exit*, you may find that these awkward moments are completely eliminated. They will simply remember you, and this is, after all, our ultimate goal.

Now I know some may read these words and say, "Hey, my prospects always remember me, I never find myself in that situation." Well, I applaud you if you are one of those fortunate individuals. But the fact remains, that not all of us are that fortunate. Of course if you are one of those fortunate few this book can still be a great asset. Knowing more techniques to make the sales process more interesting and fun never hurts, right?

So to wrap-up, the following imprint techniques are used at the very start and conclusion of your presentation. You may elect to use some during the body of the presentation, just remember that these techniques are very, very, powerful and should not be overused.



Imprint #1 - I Know Your Expectations

Imagine this...your sitting in your office and in walks a salesperson. After the usual introductions this person turns to you and says "In my pocket I have three cards. Written on each is an objective your company wishes to accomplish by using our product." The salesperson pushes forward an envelope and from the envelope takes out the three cards on which are written: Economical prices, Excellent Customer Service, and Dependability of Product. The cards are laid on the table and the prospect ponders which benefit is most important. The prospect says that times have been tough the last quarter and selects Economical Prices. The salesperson smiles and states triumphantly, "Inside the envelope that the cards came in is a prediction open the envelope and read the prediction." Upon opening the envelope there is one slip of paper it reads...."As a rapidly advancing company who makes prudent decisions I have to assume that economical prices would be your number one objective."

Think about this scenario for a moment. You knew the most important need of this prospect, do you think this would make a strong impression? NO QUESTION ABOUT IT! People want to do business with people who can anticipate their needs. Now the next question is...how does this work?

What makes this imprint technique so effective is the simplistic method. In the magic world this effect is known as a multiple out. What this means is, that you are always right no matter which card they select.



Imprint #4 - Just Sign Here

You start your meeting off on a very proactive note. You show your prospect a guarantee of what you will cover during your meeting and have him or her sign it. After they sign it you pull it off the pad and lay it face down on the table. As you reach the end of the meeting you pick-up the contract and say thanks for the glowing recommendation. Your prospect looks at you quizzically. You ask them to turn over the guarantee they signed earlier. It has changed into a glowing recommendation letter for your files, complete with their signature.



You walk into your prospects office and announce you have a little proposal. You display 3 cards in a fan...the two outside cards are black and the middle is red. You turn the fan face-down asking the prospect to pull out the black card. They pull out the middle card as you turn over the cards in your hand displaying the two red cards. Your prospect feels good they have found the black card as asked. But upon turning the card they selected over, it is found to have changed into a card with your message upon it such as... "you thought this was a sure thing and were disappointed I can assure you our customer service won't disappoint".

These are only 3 of numerous IMPRINT techniques that I teach in the workshop. For more information on how to have this FUN and informative workshop call or text or e-mail me at:

(763) 656-3662

magic@4aceproductions.com