

# OPERATION DOUBLE YOUR INCOME

By Clay Clark (Founder of Thrive15.com. former U.S. SBA Entrepreneur of the Year, writer for Entrepreneur Magazine, 3-time algebra-taker, father of 5, husband one 1, raise of 18 chickens, founder of Elephant in the Room, Google-me, etc.)

## Resources:

- Thrive15.com – Sales Courses - \$19.99 Per month (will change your life)
  - Soft Selling In A Hard World – Vass
  - The Bible – Proverbs – Boom.
- “Lazy hands make for poverty, but the diligent hands bring wealth.” - PROVERBS 10:4
- “Effort only fully releases its reward after a person refuses to quit.” – Napoleon Hill
- “Goals without action fuel disappointment.” – Denzel Washington
- “Vision without execution is hallucination.” – Thomas Edison

## Sales 101:

1. Rapport
  - A. Goal = Get the customer to like and trust you
  - B. Use “70/30 Rule of Conversational Generosity”
2. Needs
  - A. Goal = Ask questions to help find their needs, don’t guess.
  - B. Help the customer to discover the problems they have, and show them how you can solve them.
3. Benefits
  - A. Goal = Show the customer how you will solve their problems and support what        you are saying with a fact.
  - B. You must overcome the customer’s salesman stereotype and bias...they think you are lying.
  - C. Law of Credibility – Do not say anything you cannot prove to be true.
4. Close
  - A. Goal = Get the prospect to take action towards the goal.
  - B. Assume the close has been made.
  - C. Ask for the technical details, one small step a time.

## Closing Percentage

- Overcoming objections (see Deal Wheel)
- Follow-up

## Upselling (Rugs, Warranties, etc)

- Upselling = Up-serving

- Help the customer to discover the problems they have, and show them how you can solve them.

### **Increase Overall Sales Volume**

- **What is effective marketing?**

“Effective marketing is getting in front of your ideal and likely buyers in a compelling and memorable way that results in top of mind awareness. 3% of people need what you are selling right now. 3% of people will need what you are selling in the future.”

- Chet Holmes

- What are the 3 Key Performance Indicators you are going to commit to measuring and holding yourself accountable to?
- Power Move #1 – Dream 100 – Monthly Drip Handwritten Mail
- Power Move #2 – Dream 100 – Monthly Call
- Power Move #3 – Commit to action – “Action is the real measure of intelligence.” – Napoleon Hill