

The Personal Conversation Method – The 3-Step Selling System that Naturally Gets the YES!

The main thing that sits between you and getting your product or service to market is the confidence to go out and talk to people about it. The problem is that although many of us went to school and learned our craft of business, engineering, management, human resources, writing, art, design, and so on, most of us have not learned the craft of communicating with prospective clients about the product or service that we have built.

There is an additional level of complexity here. Because we have not consciously worked on ourselves in the area of sales, we have subconsciously adopted an archaic mental image of sales, and this image leads to a lack of confidence in ourselves to go out and make sales. Also, we associate sales with rejection, and no one enjoys being rejected.

Confidence is a feeling of self-assurance that arises from one's appreciation of one's own abilities or qualities. Confidence really is an internal thing. Just as confidence is important to an athlete, it is also important to each of us as movers of what we believe in.

The Personal Conversation Method

The Personal Conversation Method gives you a model to work with. A picture so to speak. We think in pictures. Pictures bring order to the mind. They instill confidence.

Would you agree that if you had a model to work with that you knew was proven to obtain yes's from your ideal client that you would have complete confidence in your ability to sell? Sit back and imagine the unlimited possibilities that this would open up.

We are all in sales in one form or another. We are all in the game of moving others and the central piece of being able to move others is the establishment of trust. Yes, we have heard it many times that we like to buy from people we know, like and trust. No one has ever been able to disprove this. The Personal Conversation Method provides the shortest route to establishing trust.

Here is the formula:

1. Inspire by sharing what you stand for - create emotion

People make the decision to buy based on how they feel. They justify this decision logically. So many entrepreneurs believe the decision to buy is based on the features of their offer. Unfortunately, people do not make buying decisions based on features. The buying decision is more of a feeling one. Potential clients form opinions at the subconscious level. In many cases, they do not even realize that they are forming opinions. But if the prospects stop and pay attention to how they feel about a particular business owner or salesperson as an individual, they realize that the feeling is affecting their decision about whether to buy from that person. Features lack energy. A relationship that is mutually beneficial and built on trust has a lot of energy.

We inspire by sharing what we believe.

Go back in time to when you came to the realization there was a problem to be solved. What did you believe at the time that ultimately formed the foundation for your business?

Relay to your prospective client the story of your start. What problem were you witnessing? Why are you passionate about solving the problem? What are your beliefs about how clients should be treated?

The key here is it must be genuine. You must really believe these stories. Or, your prospective client is going to pick up that you are lying. Build the story that inspires your client to see their problem clearer.

People don't buy what you do; they buy why you do it. Simon Sinek, Author: Start with Why

2. Determine Personal Motivations

We need to set up conversations so that we provide value every time we talk with a prospective client. We want to steer the conversation so that we gain an understanding of the prospect's personal motivations and determine whether he or she needs the product or service we're offering. Ideally, we can customize the offer to the prospect's personal motivations.

Proactively think about the questions that you will ask. Here is a proven approach:

Three Layers of Conversation

Our brains are hardwired to disclose and absorb information in layers. I think of sales conversations as having three layers.

Layer 1: The FORM technique

When you meet a prospective client for the first time, you cannot have a deep conversation right away. Instead, you need to start by asking easy questions that will enable you to get to know each other. I use the FORM framework to find areas of common interest. The asking and answering of questions about these four areas fosters good feelings and mutual trust:

F - Family

O - Occupation

R - Recreation

M - Motivation

Layer 2: Business Motivations

After you have created a bond based on common interests, you can ask questions about the person's organization. What are the organization's motivations? What's going on within the organization? Typically, prospective clients' replies are matter of fact: We need to upgrade our ERP software, because the vendor who supplied it is discontinuing service.

Note: This is an example of a B2B environment. However, it applies equally in a B2C environment. Layer 2 questions focus on the outer side of the person. Why would you like to lose weight? - I need to lose weight because my family has a history of heart disease.

Layer 3: Personal Motivations

As trust continues to build, you can ask the prospective client about his or her personal motivations. Ask what the person wants to accomplish in terms of career, how the person is progressing up the company ladder, how the business is growing compared to what the person envisioned, and so forth. Your ultimate goal is to tie your product or service to the prospect's personal motivations. I'll write more about that topic in a future article.

Note: This is an example of a B2B environment. However, it applies equally in a B2C environment. Layer 3 questions focus on the inner side of the person. How would losing the weight make you feel? It would be a massive burden off my shoulders. I would regain my confidence and I know it would change my outlook on life. I would be happy again.

3. Help in some way – foster the relationship

Selling is to serve. In many cases the solutions we provide for our clients are solutions to problems that keep them up at night. We need to embody this and believe it. We bring great value!

Reciprocity is a highly influential trigger of human behavior that we should all be integrating it into our sales process. What is reciprocity? It's a powerful social norm that affirms that you should repay others for what they have done for you.

Reciprocity is such a potent motivator of behavior that it even trumps likeability! It creates a debt that obligates the receiver to the giver, and instinctively causes the receiver to want to make good on the perceived debt.

Take time to document insights that will provide value to your prospective clients that are meaningful and aligned with what you're selling. Frame up your insights as reports, guides or booklets.

By giving your prospective clients your insights you not only create the desire for them to reciprocate but you also set yourself up as an authority on your subject. You build trust.

Sales is not an activity that starts at hello and ends with a client decision. It is a process of building trust and inspiring action. The Personal Conversation Method has been proven to be highly effective.



I'm Chris Spurvey, I am an entrepreneur and author of the best selling business book, *It's Time to Sell: Cultivating the Sales Mind-Set*. My work has been featured by many major media outlets, such as Forbes, Inc., LinkedIn and The Good Men Project. I have spoken to entrepreneurs throughout North America on the topic of leveraging your unique ability to sell.

I spearheaded the growth of a consulting company to the point of acquisition by KPMG. KPMG is known around the world as one of the big-4 consulting companies. I have sold over \$300 Million in consulting services.

But sales did not always come naturally to me. Matter of fact, I was miserable at sales in the beginning of my career. I resisted what I knew was right and instead tried to sell aggressively in a way that was not me.

I remember one incident quite clearly...

I was going to the offices of a key account contact. I was told in advance that the contact was ex-military and had no time for bull shit.

I was nervous. But, I practised my 'elevator pitch' and thought I had myself put together. When I walked into his office he must have immediately detected my weakness because within 10 minutes he kicked me out and told me to leave my brochures on the desk.

It was at that moment that I realized to be successful at sales really the place I need to study is psychology.

Within 4 weeks of that brutal experience where he kicked me out of his office I was so deep in a relationship with him that we were meeting on Fridays after work for beer. I grew that account into the largest account for our company.

I turned my ability to sell around. So can you. You have to find your natural connection with people and leverage it.

I can show you how.

Interested in a free strategy call with me? Today, my time goes for \$500 per hour, but I'm throwing in this call completely free today because it matters to me that you have every chance at success and honestly, I believe that you can sell, you can build a steady flow of clients and free yourself from the feast or famine cycle, and most importantly, you can stand out and above the crowd.

On the strategy call I will walk you through my Steady Client Formula and help you structure your offer and get better results in half the time.

Here is the link to book the call. <https://go.chrisspurvey.com/strategycall>