



SALES
WORKBOOK
FOR
PROFIT PARADIGM

PART TWO: GET YOUR SALES RIGHT

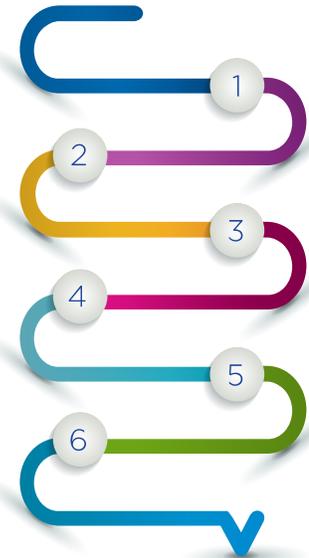
From Weldon's Upcoming Book, "The Invincible Sales Professional."

Process Vs. Result Focus on What You Can Control

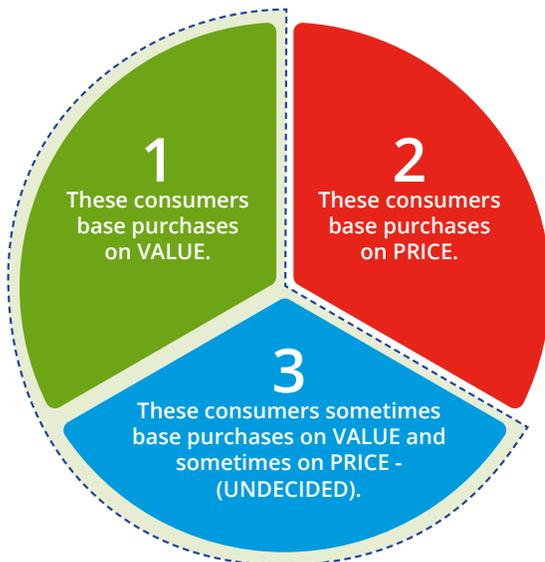
In Life and Business we have 100% control over our process and 0% control over the result. Of course, we can influence the result and there is a corresponding relationship between how well we execute the process and the quality of the outcome. But ultimately the prospect decides if they are going to become a customer.

If you embrace this process you will create new levels of success in your sales career. All you can do is control what you do - your process. Focus on your process and let the results take care of themselves.

Process	Result
<p>100% What you do - diagnose and recommend</p>	<p>0% What they do - buy or not to buy</p>



Your job is to diagnose problems, recommend solutions and ask for the trust. That is all you can control.

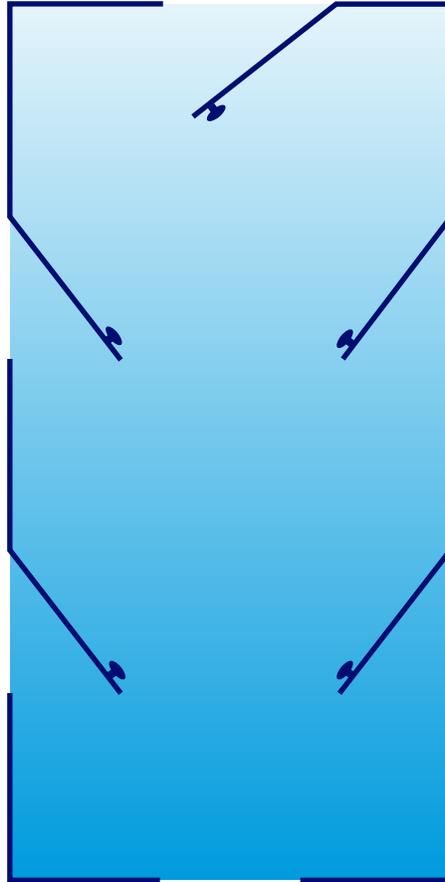


Different Strokes for Different Folks

Profit Paradigm

GET YOUR MIND RIGHT. GET YOUR SALES RIGHT. BE UNBEATABLE.

The Sales Hallway



Notes



Investigate the Problem to Create Trust via High Competency

Key Points for Investigating Problems:

- Relative Perceived Value (RPV)
- In sales you are compensated based on your ability to solve problems
- Maintain Balance of Solution and Money
- Your job is to diagnose and recommend - the prospect's job is to buy or not to buy
- Identify questions that will reveal additional problems
- Expand the problem - expand the budget
- Intention Statement vs. "Upfront Contract"

Power Question #2 The Intention Statement

"Mr. and Mrs. Prospect, have you ever had a bad experience with a pushy salesperson? Well, I've got great news, I am not a pushy salesperson; I am a professional sales consultant, and I take my profession very seriously. It's how I provide for my family. It's how I serve my community.

I want to take all the time you need to answer all your questions, design the perfect solutions and, of course, get it in your budget. All I ask at the end of that process is that you let me know, one way or the other, whether or not you think I am a good fit for you. And NO is a perfectly acceptable answer."

\$1 Scenario - What are you looking for in a service provider?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____

Let me ask you this: If I can demonstrate to you that we are, far and away, number one in all of these areas, every one of these areas, and I could offer that service tonight for \$1, is there any reason you couldn't say, "Yes, we're interested", or "Thanks, but no thanks. We're not interested."

Obviously, I can't do our service for \$1. But the point I'm trying to make is simple. If I can demonstrate this type of overwhelming value to you, is there any reason, that you couldn't just say, "I'm interested", or "Thanks, but no thanks?"



Solve the Problem to Create Trust via High Competency

Key Points for Solving Problems:

- *Your people*
- *Your industry expertise (Licenses, Insurance, Specialties, Certification)*
- *Price mitigation using third party verification (social validation)*
- *Things to consider when choosing _____ .*
- *Close the price door*
- *Product demonstration*
- *Seal the price door shut*

Power Question #3 Close the Price Door

After sharing an article with your prospect that shows that price is not the most important consideration when making a purchasing decision, ask this question to help close the “price” door:

“Would you agree or disagree with (whatever expert 3rd party reference) that there are other factors that are as important, perhaps even more important, than a cheap price?”

Power Questions #4, 5 and 6 Seal the Price Door Shut

Finally, be sure to perform a product demonstration for your prospect. This demonstration is designed to show why your products and/or service are superior. After showing your prospect each component or feature that makes you better, be sure to mention you could cut corners if you wanted to be the cheap provider. But stress that you DO NOT want to be the cheap provider. You want to be the company that protects your customers, their families and their investment.

Then ask the following 3 questions:

Power Question #4: *“Mr. Prospect, when you consider how important these components and features are, why do you suppose other companies will cut corners on these steps?”*

(They will always say to save “time and money”).

Power Question #5: *“Well, suppose a company did come in here and cut corners and sacrificed quality to save you “time and money,” would they REALLY have saved you time and money?”*

Power Question #6: *“Mr. and/or Mrs. Prospect, here in a moment I am going to show you some investment options. Sometimes when folks see how much superior quality and service really cost, they ask me if I can do it cheaper. Now that you see what I would have to do to cut the costs, is that something you are going to want me to do?”*

GAME. SET. MATCH.

Profit Paradigm

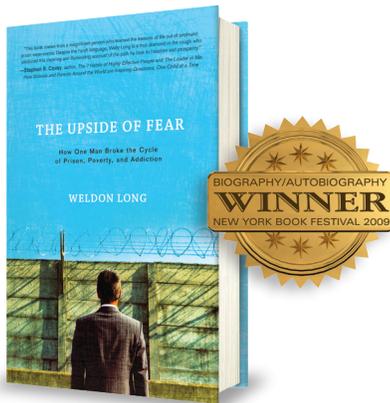
GET YOUR MIND RIGHT. GET YOUR SALES RIGHT. BE UNBEATABLE.

Meet Weldon Long

In 2003, Weldon Long walked out of a homeless shelter and grew a sales organization from \$0 to \$20,000,000 in sales. In 2009, his company was selected by Inc Magazine as one of the fastest growing companies in America.

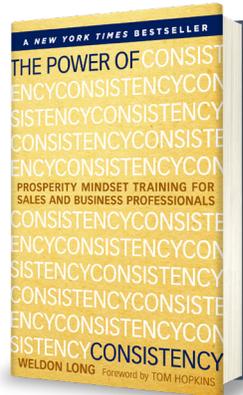
The Sales and Prosperity Mindset System that catapulted him from a life of desperation and poverty to a life of purpose and prosperity is now available to your sales organization. This powerful and proven program is guaranteed to dramatically and permanently improve your sales results.

New York Times Bestselling Author



The Upside of FEAR

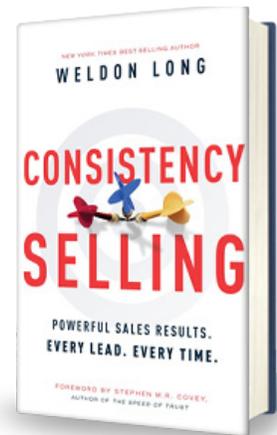
Weldon's Transformational Memoir.
Winner of the 2009 New York Book Festival's award in the Biography/Autobiography category.



The Power of Consistency

Learn to create the Prosperity Mindset and transcend any obstacle, overcome any adversity and create transformational sales results.

The New York Times
THE WALL STREET JOURNAL.
BESTSELLER



Consistency Selling

Learn the proven sales process to help you become invincible and eliminate "I need 3 bids", "I need a cheaper price" and "I need to think about it"

What World-Class Teachers Have to Say About Weldon Long



"I was inspired and thrilled to meet Weldon Long. I am convinced he has a very special mission in life."

Dr. Stephen R. Covey
Author of *The 7 Habits of Highly Effective People*



"Quite a story, Weldon! Congratulations on your turnaround from prison to contribution."

Anthony Robbins
Bestselling Author and Life Transformation Coach



"I have never been so emotionally drawn to and inspired by a man as I am Weldon Long's presentations. Everyone should hear his powerful message."

Tom Hopkins
Author of *How to Master the Art of Selling*



"To succeed, thrive, and prosper, you need to be consistent, insistent, and persistent. To become the person of your dreams, read, absorb, and take ownership of Weldon's ideas!"

Mark Victor Hansen
Dynamic Speaker and Author of *Chicken Soup for the Soul*



"I read Weldon Long's *Power of Consistency* and highly recommend this book. You do not do the correct thing sometimes or most of the time, but use the power of consistency every time. A profound message for today."

Don M. Green
Executive Director, The Napoleon Hill Foundation

Profit Paradigm

GET YOUR MIND RIGHT. GET YOUR SALES RIGHT. BE UNBEATABLE.