

# HOW TO WIN AT SALES

//CRUSH THE COMPETITION

//SCORE A LIFETIME CUSTOMER



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# WHO AM I?

- Introduction
- Past Accomplishments
- Current Endeavors
- Why Should You Listen To Me?

# WHAT IS SALES?

"Sales is nothing more than  
finding out what your  
customer wants, and  
showing them how to get it"

# LEARNING YOUR MARKET

Would you try to sell your  
product to a blind person with  
sign language?

10 QUESTIONS  
TO ASK TO  
TRULY LEARN  
YOUR  
CUSTOMER'S  
LANGUAGE...

- What keeps them awake at night, indigestion boiling up their esophagus, eyes open, staring at the ceiling?
- **What are they afraid of?**
- What are they angry about? Who are they angry at?
- **What are their top three daily frustrations?**
- What trends are occurring and will occur in their business or lives?

- **What do they secretly, ardently desire most?**
- Is there a built-in bias to the way they make decisions?

(Example: engineers = exceptionally analytical.)

- **Do they have their own language?**
- Who else is selling something similar to them, and how?
- **Who else has tried selling them something similar, and how has that effort failed?**

(Questions from: *The Ultimate Sales Letter* by Dan Kennedy)

# CATCHING THEIR ATTENTION

- Jim Camp Story
- Running Through The Woods



# PRINCIPLES VS. TACTICS

- Principles: Unchanging Human Nature
- Tactics: "Best If Used By..."

10 SALES  
PRINCIPLES  
THAT YOU CAN  
ADOPT TO  
SKYROCKET  
YOUR CLOSING  
RATIO...

HE WHO ASKS  
THE MOST  
QUESTIONS,  
WINS.

**CREATE  
VISION.**

ADMIT YOUR  
PRODUCTS/  
SERVICES  
FLAWS.

BE

REAL.

GRADUALIZE  
THEM INTO  
BELIEF.

USE  
SOCIAL  
PROOF.



FIND THE  
COMMON  
ENEMY.

SELL  
WITH  
STORIES.

SELL  
CURES, NOT  
PREVENTIONS.

**VALIDATE  
WHAT THEY  
ARE FEELING.**

BONUS:  
CREATE  
A FAITHFUL  
FOLLOWING.

THANK YOU!

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