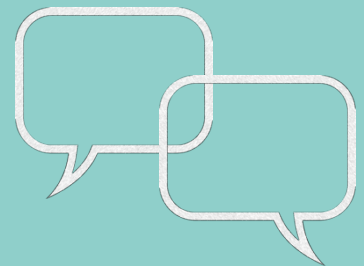


# Talk Less, Sell More

Shannon Malkin Daniels

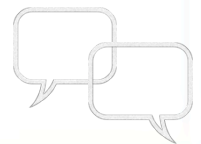
*Messaging Maven*



# We've all been there...



# What brought you here?



# Meet Shannon

- Communication, Sales, Marketing
- Educator
- Professional Speaker
- Author



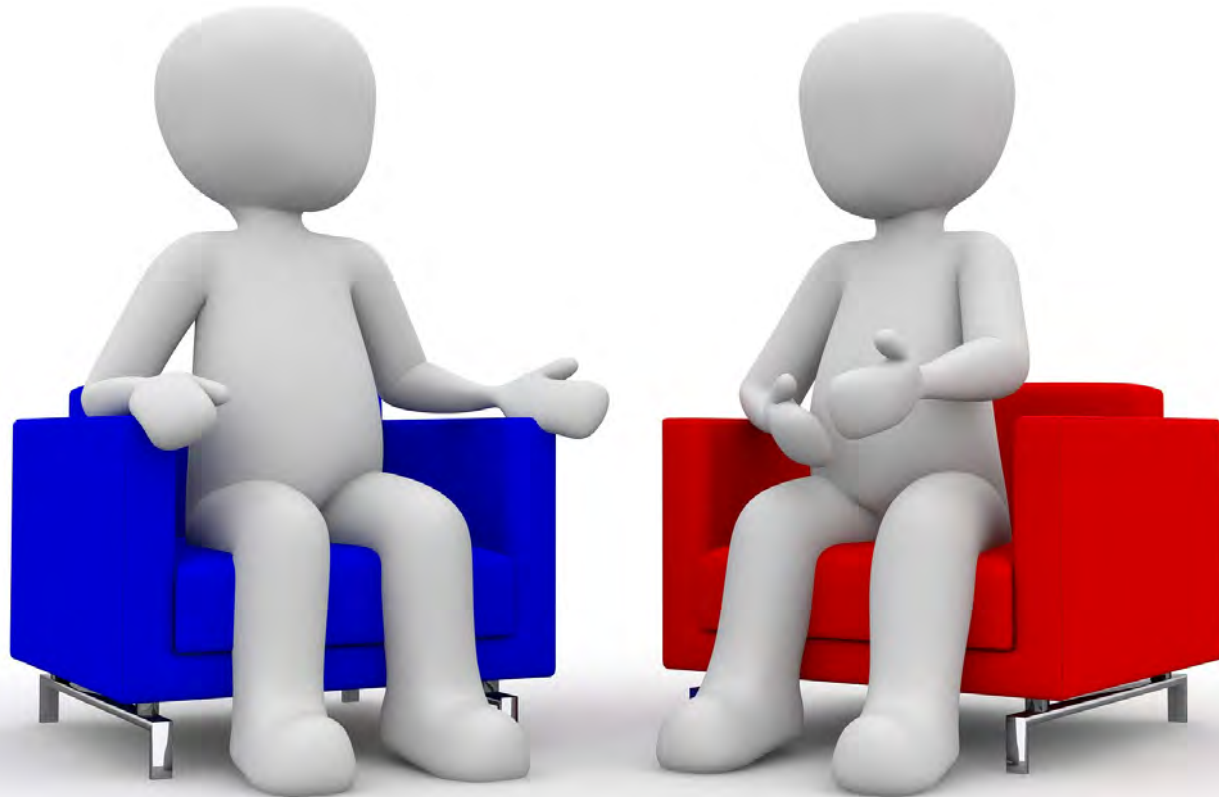
*Messaging Maven*

# What NOT to do



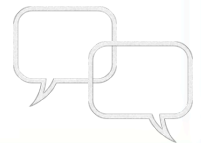
You can get a good look at a T-bone steak by sticking your head up a bulls ass, but wouldn't you rather take your butchers word for it?

# Role Play



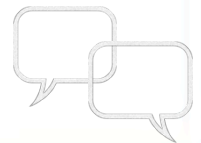
# Let's Talk

- How did the salesperson do?
  - ✓ Good
  - ✓ Okay
  - ✓ Bad
- Mistakes?
- Lessons learned?

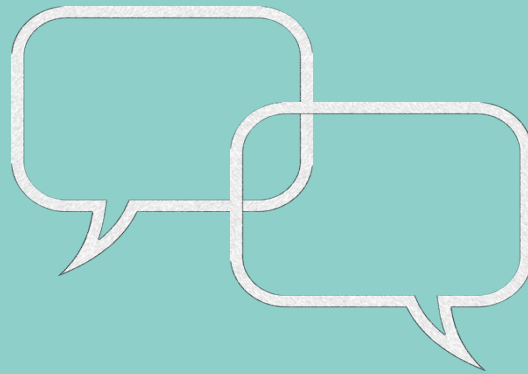




# Closer Look







# **KEY INGREDIENTS**

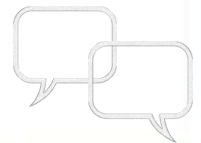
# Conversation

Don't pitch.  
Converse.



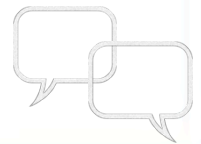
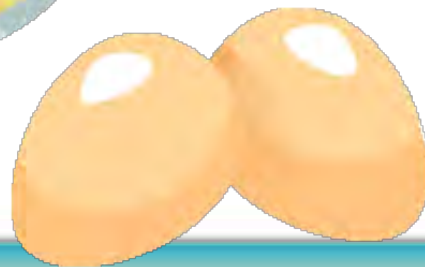
# Converse

- Ditch the pitch
- Don't do all the talking
- Have a 2-way conversation
- Get prospect to
  - Feel comfortable
  - Let down guard
  - Open up



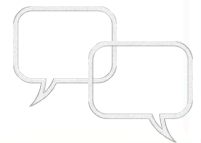
# Humility

It's not about you.  
It's about them.



# Flip the Script

- Short intro
- Make it about them
- Get to know the prospect
- Find common ground
- Create a connection
- **Build a relationship**



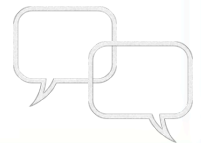
# Questions

Ask more.  
Sell more.



# Unearth Needs

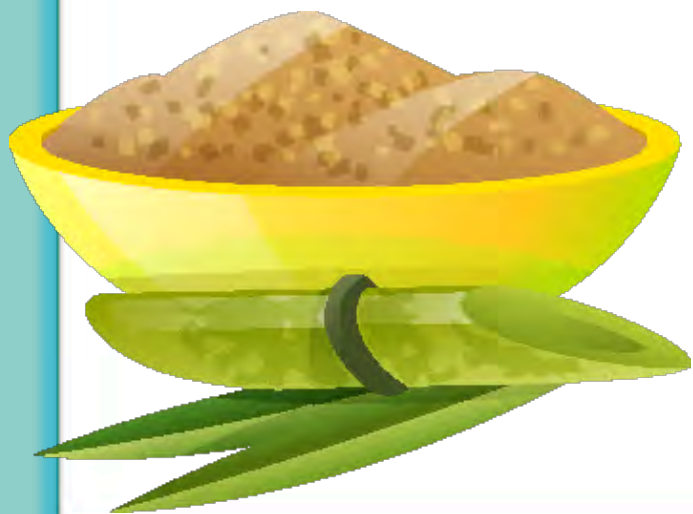
- What lead you to talk to me today?
- What are you currently using?
- How is it working for you?
- What do you like? Why?
- What would you change/improve?
- Do you have any needs not being met? What?





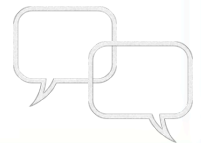
# Listen

Listen and learn.



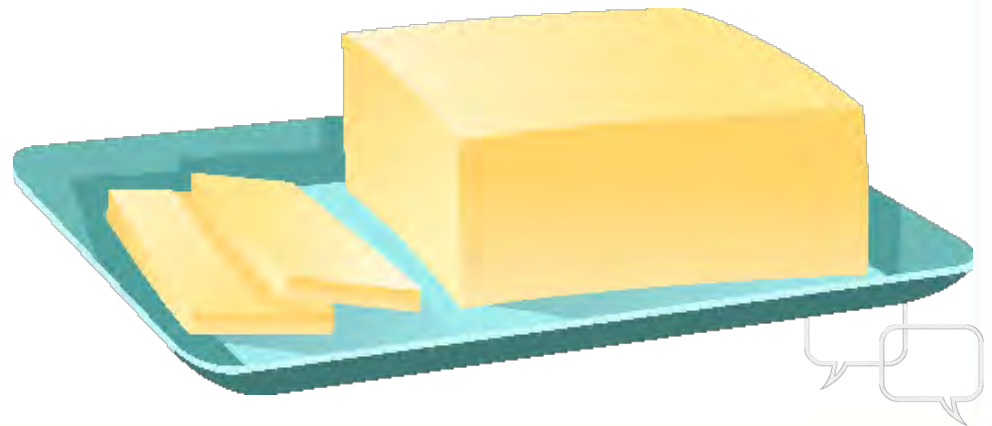
# Pay Attention

- Ask. Stop. Listen.
- Don't listen to respond.
- Listen to understand.
- Jot down
  - Complaints
  - Wants
  - Needs



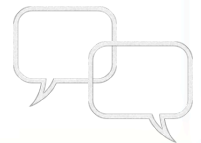
# Reflect

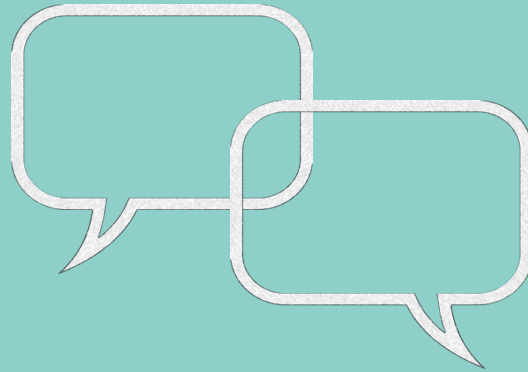
Comprehension leads  
to compensation.



# Show Understanding

- Reflect what you heard
- Check understanding
  - “It sounds like your current widget works well, but needs to be replaced more often than you’d like.”
- Dig deeper
  - “How much do you think that is costing you?”



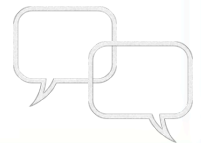
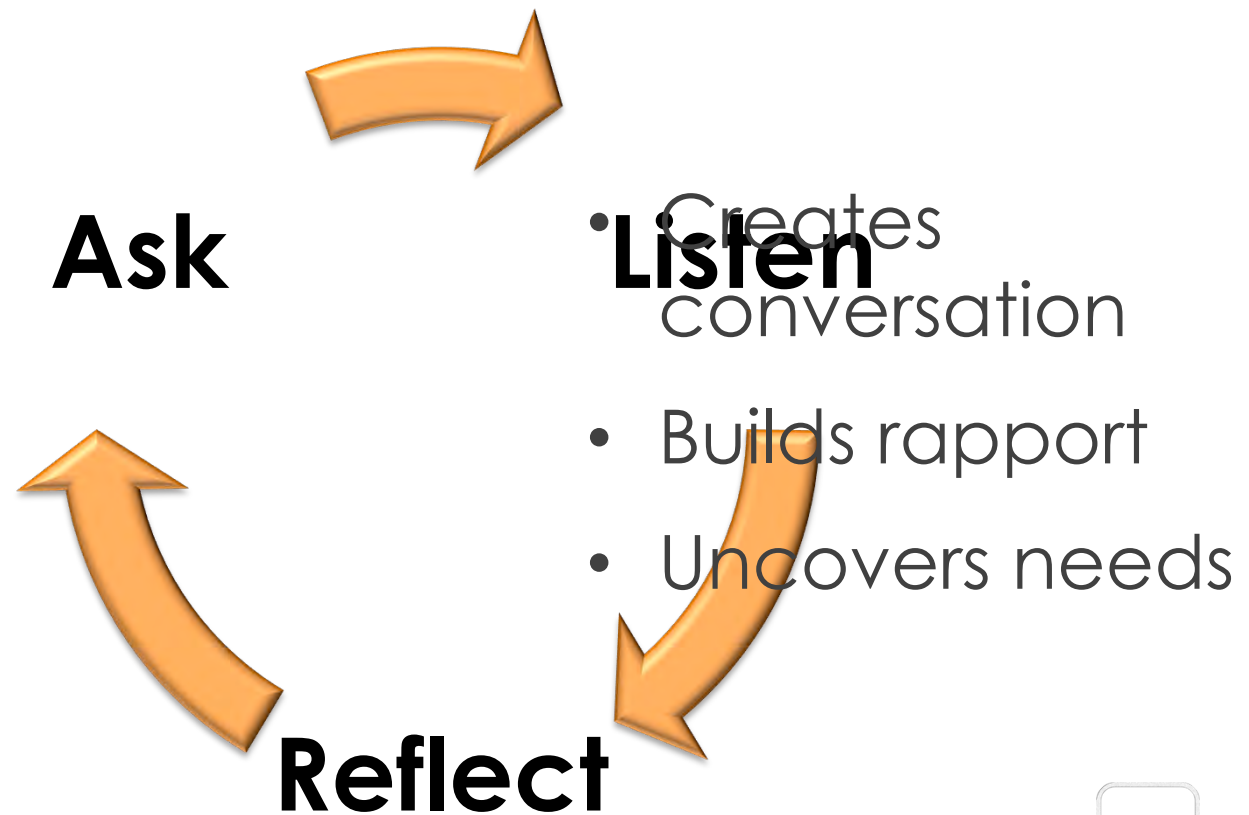


**BAKE SUCCESS**

# Combine Ingredients

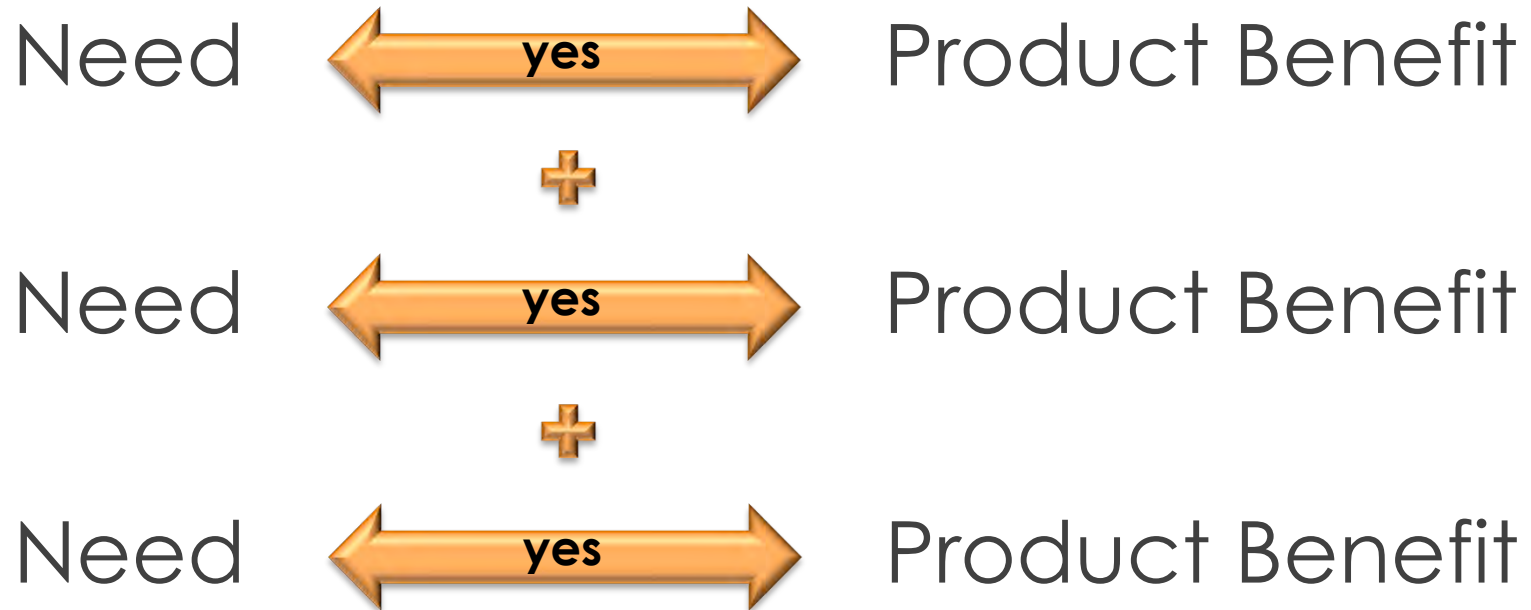


# It's a Process

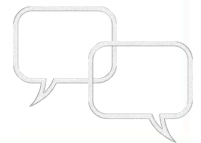




# Align Needs



***Collect little "yesses"***



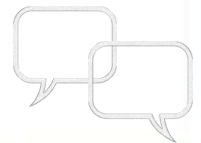
# Ice the Cake

Bring on the  
benefits.



# Add value

- Share 2 or 3 additional benefits
- Choose most relevant
- Leave additional info behind
- Pay attention to body language
- Don't sell yourself out of a sale



**Enjoy!**

A word cloud on a light blue background. The word "yes" is repeated many times in a smaller, orange, sans-serif font, scattered across the image. In the center, the word "YES!!!" is written in a large, bold, blue, 3D blocky font with a slight shadow. In the bottom right corner, there are two small, empty, light blue speech bubble icons.

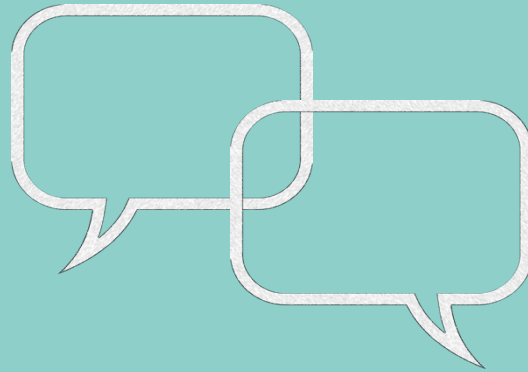
“

Hit me  
with *your*

best

closing *line*

”



# **RECIPE FOR SUCCESS**



Don't pitch,  
converse



Be client focused



Ask, listen & reflect



**Taste Success**



Add benefits



Sell the need



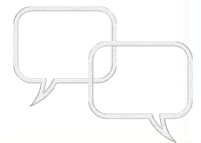


# Let's Share



What will you  
do differently?

How will this help  
your sales pitch?



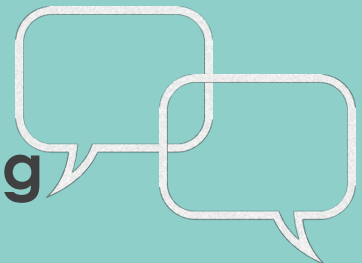
# Pitch Perfect!

## Complimentary 30-minute Pitch Assessment

*Get tips to perfect your pitch so you can close  
more sales and grow your business*

**Book by 10/31**

**Get a discount on training or coaching**



# Shannon Daniels

shannon@speacsuccess.com

844.489.2837

**speacsuccess.com**

