



TOTAL LIFE CHANGES®

Presents

U.L.E.A.R.N

Leadership, Earning, Attraction, Retention, & Networking

The Psychology of Sales

Asking Leading Questions

Get the “YES”

No =



Asking Leading Questions

Get the “YES”

- Ask questions designed to get a positive response.
- Do not ask open-ended questions in the beginning.
- Keep the prospective customer saying “Yes.”
- Go from general to more specific.

Video and additional tools are available at: TotalLifeChanges.com/Training

Background of Relatedness

Find something you and the prospect have in common to build rapport and establish trust.

Remember: They are “buying” you first.

Do not “shame” a prospective customer into buying from you.

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80/20 Rule

- AKA “Pareto Principle”
- 80% of what you do will get 20% of your results.
- The converse is also true - 20% of your actions will get 80% of your results.
- 80% Listening, 20% Talking
- 80% of your team produces 20% of your team sales.

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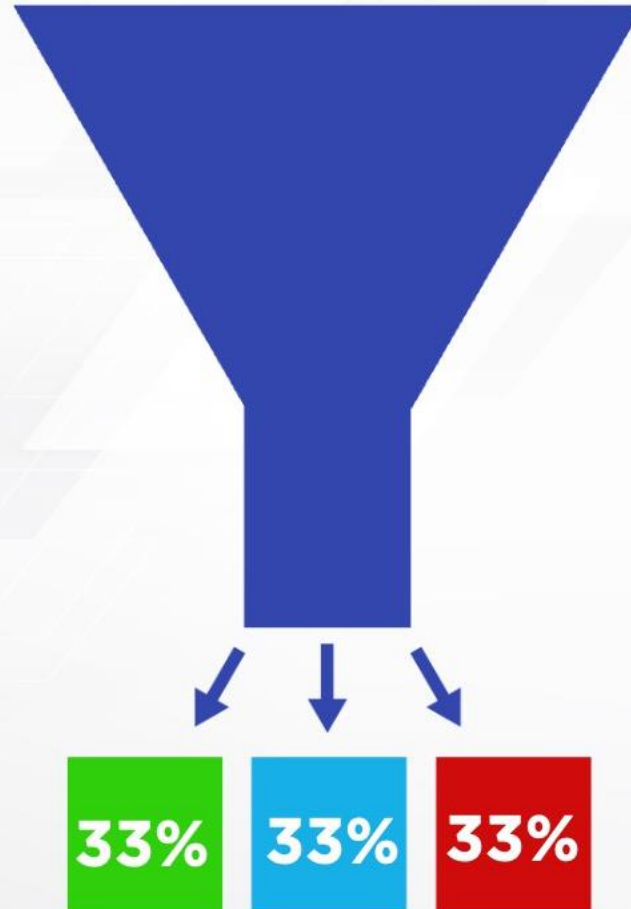
Rule of Thirds

- **One third (33%) of the people you interact with will purchase immediately.**
- **One third (33%) of the people you interact with will never purchase.**
- **One third (33%) of the people you interact with need to be convinced to purchase.**
- **Focus on the middle third.**

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Rule of Thirds

100 Prospects



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Think Like a Boss



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Think Like a Boss

Decide on a goal.

How much do you want to earn?

Set parameters.

How many hours can you devote to your business?

How many products would you need to sell to reach your goal?

Determine your “salary.”

Evaluate

“Is what I’m doing right now worth \$\$/hour?”

Revise (if necessary).

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Think Like a Boss

Example 1:

\$100.00 per week (5 products/week)
10 hours (0.5 product/hour)
\$10/hour

If I were my boss, would I pay myself \$10 per hour?



Think Like a Boss

Example 2:

\$500.00 per week (25 products/week)
10 hours (2.5 products/hour)
\$50.00/hour

If I were my boss, would I pay myself \$50 per hour?



The Best Time to Make a Sale



Video and additional tools are available at: TotalLifeChanges.com/Training



Resources

Books and Audio Tapes

Zig Ziglar - Secrets of Closing the Sale

Brian Tracy - The Psychology of Selling

Conferences, Seminars, and Lectures

Jeffrey Gitomer

Grant Cardone

Podcasts, YouTube, and Other Influencers

Sabry Subi

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Weekly Homework Assignment

June 28, 2024

Create 2 new 25X customers by
selling a week's supply of a
product for \$25.





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