

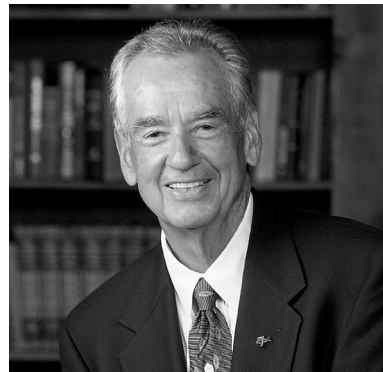
FREE CHECKLIST

THE 7 ZIG ZIGLAR SECRETS OF CLOSING THE SALE

That Helped Me Generate **4 Million Leads** and Over **\$100 Million Dollars In Sales** In 23 Different Niches



Ryan Levesque, Author of #1 Best-selling Book, "ASK" & Creator of the ASK Method



Zig Ziglar, Legendary Best-selling Author, Motivational Speaker and Sales Leader

INCLUDES BONUS 4-STEP FRAMEWORK

For Shifting The Way You Think About Selling by original Shark Tank "Shark" and Inventor of the Infomercial, Kevin Harrington



Kevin Harrington
Original Shark Tank "Shark" and Inventor of the Infomercial

PERSONAL MESSAGE FROM RYAN LEVESQUE

Making sales and growing your business can sometimes feel like a hard road.

You can be giving it everything you've got, but STILL not making the headway you want.

It can seem like **other** people have the "magic combination" to unlock results... and you don't.

I know, because I have been there.

Ten years ago I felt on the "outside" looking in when it came to making sales and getting results in **my** business.

And so I studied the masters. People who'd gone before me and achieved the results I was looking to achieve.

I discovered a number of key things those people were doing differently than everyone else and I set about implementing those special traits and approaches.

And that's when everything really started coming together for me.

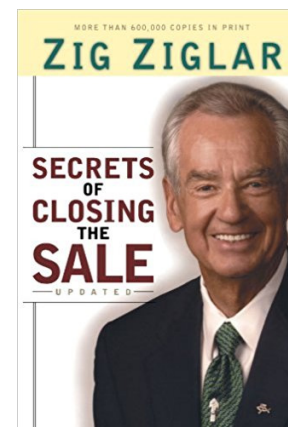
Fast forward to now and over the past decade, I've gone from struggling to get even a few sales and wondering why people weren't buying from me, to generating more than 4 million leads and over \$100 million dollars in sales across 23 niches from Scrabble Tile Jewelry, Orchid Care, and Memory Improvement to Business Consulting, Weight Loss, and Golf.

My company has recently been named in the Inc. 500 Fastest Growing Private Companies in America. Thousands of people have purchased my books, online courses and other products. People from more than 32 countries regularly attend my online and in-person events.



And while I've used many of the latest technologies and online platforms and strategies to get those results, it's those UNIVERSAL truths that have made a SIGNIFICANT difference to what I've been able to achieve.

One person who championed many of those timeless truths and made a difference to the lives of millions of sales people and business owners the world over, is legendary best-selling author, motivational public speaker and sales leader, Zig Ziglar.



Zig was a profound influence on generations of people and his many books and training programs contain the DNA of what it takes to grow your business through finding and serving your ideal customers – a topic I am so passionate about.

This Checklist gives you 7 of the most influential Zig Ziglar Secrets of Closing The Sale that helped me achieve such extraordinary results... and I share them with you today to help you achieve the results **YOU** are looking for.

Ryan Levesque

A handwritten signature in black ink, appearing to read "Ryan Levesque".



THE 7 ZIG ZIGLAR SECRETS OF CLOSING THE SALE

That Helped Me Generate 4 Million Leads and Over \$100 Million Dollars In Sales In 23 Different Niches:



The Professional Understands



Ask Those Questions



Bring Out Those Unspoken Objections



Words Do Make a Difference



Lead Them To a Decision



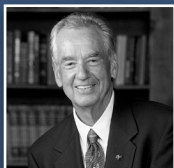
You Sell What it Does



The “Add On” Close

1. THE PROFESSIONAL UNDERSTANDS

In his book, *Secrets of Closing The Sale*, Zig Ziglar says...

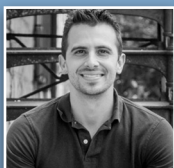


Zig Ziglar

The professional thinks in terms of service, but *he also thinks in terms of his ability to make the sale on a specific call*. He expects to make the sale. He is versatile in his sales knowledge and his approach. He works from a plan and not a can, but as a professional he knows that while there are many ways to say things, there is *one* best way. As a result, he includes many verbatim phrases, explanations, and expressions in *every* sales presentation. He feels strongly that it is his responsibility to sell so clearly that the prospect understands it is in his best interests to buy.

He knows when the prospect acts in an abusive manner it is often a defensive measure prompted by a sense of fear because of his own feeling of inferiority or ego inadequacy. He understands one universal rule in the world of selling and applies it with diligence and enthusiasm. That rule is his absolute conviction that *he needs to find out what the prospect wants and then help him get it*.

The dictionary defines the *professional* as “one who has an assured competence in a particular field or occupation.” It’s *quality* of performance. The professional has a good sense of humor. He takes his profession and his prospects’ needs seriously – but not himself.



Ryan Levesque

There’s profound wisdom in Zig Ziglar’s words.

In fact, I believe understanding your customer is the key to a successful business.

If you don’t have this foundation, you are building on shaky ground.

And I’m not talking about “presuming” you know your customer or going off “gut instincts”.

As Ziglar points out, and as I have also come to know, you need to undertake the task of truly understanding your customer with the dedication and diligence of a **professional**.

In fact, I believe this understanding is so important, I have made it the first step in my 3–step ASK Method Process (this is the process I used to successfully enter 23 different markets and generate millions of leads and dollars).

THAT PROCESS IS:

1. DISCOVER – *Understand what your audience wants by asking a series of specific questions.*

2. SEGMENT – *Group people into specific segments or “buckets” based on their different wants, so you can speak more specifically to each customer group.*

3. LAUNCH – *Launch your campaign using a structure and deliberate language that diagnoses and prescribes your solution in a way that feels tailor-made for each segment.*

And it is right here at Step 1 – Discover, where you determine how successful your sales and marketing is going to be. This is the important pre-work you do that sets the foundation for everything else that follows.

One of the biggest reasons businesses **aren’t** getting the results they want is usually because they’ve skipped this vital step.

They haven’t **ASKED** first.

They haven’t adopted the beginner’s mind and been prepared to see their market and their business through fresh eyes... the eyes of their ideal customers.

That’s why you want to **DISCOVER** first.

And, once you have made these discoveries, you want to leverage that understanding by being very deliberate about your sales process and language.

As Zig Ziglar says in the quote above, you want to include “many verbatim phrases, explanations and expressions in every sales presentation.”

I discovered this important lesson early on in my career.

I’d entered a market where I saw great opportunity and which I believed was ripe for success. It was the Orchid Care market and my research had led me to understand that this was a growing market of passionate enthusiasts who needed help caring for their orchids.

At that point I knew enough that I wanted to start with a survey of my prospects.

So, I asked my market what they wanted.

And the overwhelming response was that people wanted to know when and how to water their orchids.

So I produced an educational product that taught people all about when and how to water their orchids and I promptly sold...

... **ZERO!**

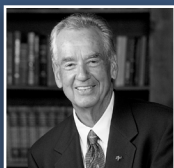
It wasn’t until I went back and really sought to understand those survey responses that I hit on the realization that even though I’d had a lot of one line responses asking “how to water?” there were other deeper, more passionate responses asking different questions. And, through a process called **“Identifying your hyper-responsives”** I found a way to hone in on the most profitable problems to focus on solving.

When I then created products aimed at solving those specific problems and using the verbatim language of those particular customers, my business took off and rapidly went to 6-figures and, still to this day, 10 years on, generates many thousands of dollars a month, almost completely on “auto-pilot”.

The key to this story is that when I shifted to being a true professional when it came to understanding my customers, my results shifted significantly as well.

2. ASK THOSE QUESTIONS

One of my favorite parts of *Secrets of Closing The Sale* is this insight about asking questions that Zig explains during an interaction he had with a car salesperson...



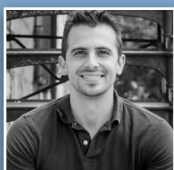
It's very important for you to notice these questions, because they're completely natural and appear to be casual, despite the fact that Chuck has probably asked these same questions many times over the years. His questions were not "canned," but they were very carefully planned. I responded that my neighbor across the street is a General Motors executive and I got the car through him. Chuck: "Say, did you by any chance get one of the executive cars?" Zig: "Well, as a matter of fact, I did." Chuck: "I'll bet you got a good deal on it, didn't you?" (I don't know how you are, but the odds are great when somebody accuses you of having made a good deal four or five years earlier you're going to modestly admit you did all right in the transaction. I hope you do it modestly; otherwise it's tacky!)

As modestly as I could, I said, "Well, Chuck, to tell you the truth, when I bought this car it was a seventy-six-hundred-dollar automobile." (Remember, this was in 1975.) "It only had twenty-one hundred miles on it and I got it for fifty-six hundred." Chuck: "Say, you *did* get a good deal!"

True, I did get a good deal, but with those words I also did something else. I loaded the first barrel of his sales shotgun. He asked me for information and I (a prospect) had given it to him.

Point: When you're talking with a prospect, please remember that in most cases he's delighted to give you pertinent information if you'll just ask for it!

Chuck continued, "Mr. Ziglar, I'm delighted you're here. Let me get the appraiser to see just how much we can give you for your fine car. I'll tell you right now, if it's as nice on the inside as it is on the outside, we're going to be able to swap with you today and make you happy in the process, because we have a magnificent inventory." He found the appraiser and they got into the car and drove off.



When Zig Ziglar says that in most cases your prospects will be "delighted to give you pertinent information if you'll just ask for it" he gives you one of the most powerful secrets for closing the sale (and building a lifelong relationship with your customer) that you will ever receive.

Every business I've started or been involved with for the past 10 years on this principle of **ASKING** first.

In fact, I've written a best-selling book with the title, "**ASK**" and built an entire sales and marketing method (The ASK Method) with thousands of students across the globe, around this concept.

And what I have found is there are two important stages to **ASK** for that "pertinent" information Zig Ziglar was speaking of.

THAT PROCESS IS:

1. DISCOVER – *When you are seeking to understand your customer so you can know what segments you have in your market.*

2. SEGMENT – *Once you have identified your segments, you then want to build a repeatable sales process for each segment that asks a specific set of questions that leads people to feel understood and "diagnosed" so they then naturally trust (and want to buy) what it is you are prescribing or recommending.*

Over the years I have developed a range of ways to “Discover” what my market wants, including what I call Deep Dive Surveys. However the counterintuitive piece is that **I DON’T** actually ask what they want! I have found that people can only really accurately tell you two things:

1. What they DON’T want

2. What they’ve done in the past

If you ask people outright what they want, they might say they want to run 5 miles a day to get fit, but that may not translate into actual behavior. But if you ask them “What have you done in the past to get fit” you will get a better indicator of what they are likely to do again in the future.

Same goes for what they **DON’T** want. People often struggle to get really clear on what they **DO** want (for example, Henry Ford once famously said “If I had asked people what they wanted, they would have said **faster horses**”) but they can very often tell you what they **DON’T** want.

Think about the last time you were trying to get a bunch of friends to decide on what restaurant to go to. They might say “Oh I don’t mind” or be indecisive. But if you ask where they don’t want to eat they will usually have a fast and decisive response.

This is **SUCH** an important point, I really can’t emphasize it enough!

It can take years to develop a product; it can be hugely expensive to create a website and marketing campaigns... and very often it can be the **WRONG** product or the **WRONG** campaign or the **WRONG** market.

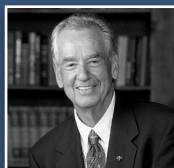
It see this **ALL** the time. People spend years of their life and invest thousands of dollars, only to be heartbroken when their idea fails to get the results they want.

If only they have **ASKED** first and **ASKED** often.

As Zig Ziglar says, you will be amazed by how “delighted” people will be to give you the **EXACT** information you need, if you will just **ASK** for it.

3. BRING OUT THOSE UNSPOKEN OBJECTIONS

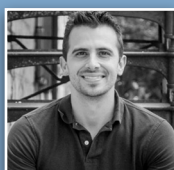
In this excerpt from *Secrets of Closing The Sale*, Zig Ziglar addresses a point that I wish everyone was aware of. Objections won't go away, so you are FAR better off addressing them early and making them part of your sales presentation, as demonstrated in this exchange Zig had with a car salesperson...



He looked at me and repeated what he had said earlier. "You know, Mr. Ziglar, this really is one of the most beautiful cars I think I've ever seen! As a matter of fact, it is in even better condition on the inside than it is on the outside, You're to be commended." Zig: "Thank you very much, Chuck." He continued, "As a matter of fact, I'm a little puzzled. Please don't misunderstand, because I'm delighted you're here, but I am a little curious as to why you want to swap such a beautiful automobile at this time."

You readers who are directly involved in the world of selling, especially if you haven't been at it too long, might think this question seems a bit negative. Zig brings in a four-year-old car to trade on a new one and Chuck is asking *why* he wants to swap it right now. Instead of it being negative, I believe it is a positive sign of a competent and confident professional.

Here's why. If there are any objections, it is infinitely better to bring them out early so you can deal with them as part of the presentation rather than at the end of the interview. If you, the salesperson, can smoke out any objection early, you can sell on the offensive instead of on the defensive.



This concept of deeply understanding (and embracing!) objections was a lesson I learned early on as I began to formalize and build a structure around The ASK Method.

I found when I truly understood people's challenges and objections,

I could design my sales process to naturally deal with and neutralize those objections before they became an issue.

Like Zig says, you do **NOT** want to leave this until the end of sales process, where people will already be feeling naturally anxious or stressed about having to make a decision.

You want to make that part of the process feels as stress-free as possible.

And to do that, you need to have flushed out and dealt with the possible objections early.

THERE ARE TWO TIPS I WANT TO GIVE YOU HERE ABOUT OBJECTIONS:

1. SMIQ – *The first tip is your Single Most Important Question (SMIQ). This is one of THE most important questions you can ever ask your audience and it will help you discover the range of challenges and potential objections people may have to your product or service. This is a simple question that asks "When it comes to X, what is your single biggest challenge, frustration or concern?" The "X" represents the thing you want to know about. For example, "When it comes to caring for your orchids, what is your single biggest challenge, frustration or concern?" The feedback you will get to this question is **GOLD**. It can help you create products, find marketing copy, determine your approach and unearth those objections that are in the mind of your customer and stopping them from taking action and buying from you.*

2. HEADLINES – *in keeping with Zig Ziglar's advice – "if there are any objections, it is infinitely better to bring them out early," I have found great success addressing the*

*objections right up front in the headlines for my sales pages or at the start of my sales videos. For example, in my Orchid Care business, when I asked my SMIQ I found one of the big sticking points people had was that they'd **ALREADY** tried to find a solution to their problem but they'd come up empty-handed, time after time. So, I knew my market was a little skeptical about why **THIS** time would be different. So I addressed that key objection right there in my headline:*
Discover The Solution To Your Biggest Orchid Care Challenge (Even If You've Looked Everywhere and Haven't Been Able To Find An Answer!)

This headline follows my suggested framework where you position the big promise most people in your market are going to be interested in and the big objection that is holding most people back, linking them together with the phrase "even if."

*This is a headline construction format **YOU** can use to follow Zig's advice and address objections early as well.*

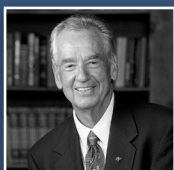
When you can find a way to demonstrate you really **CARE** and are genuinely interested in the concerns and challenges of your market, you will immediately get people's attention.

Then, simply by repeating those concerns and objections back to people they will be more inclined to believe you can help them overcome those challenges.

So, don't be afraid of objections. Embrace them and be amazed at the results.

4. WORDS DO MAKE A DIFFERENCE

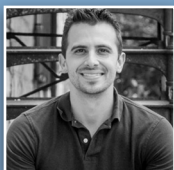
Zig Ziglar and I are DEFINITELY on the same page when it comes to the importance of the specific words you use when interacting with your customer. You need to be aware of the subtlety of language and how influential it can be. Using one word in the right or wrong way can be the difference between someone buying from you or walking away. Take a look at how Zig demonstrates this in *Secrets of Closing The Sale* during an exchange with the dentist, Dr. McDougal...



Zig Ziglar

When I visited Dr. McDougal I noticed he used positive words. Many of these words are taken from the extensive list prepared by dental consultant Gladys E. Cook.

He talked about “restoration” instead of “filling” and about a “change in schedule” rather than any “cancellation” or “postponement.” I was in his “reception room” briefly, not his “waiting room.” At the end of the visit they wanted to know how I would “take care of,” not “pay for,” the services. His office called my office to “confirm” or to “verify” the appointment, not to “remind” me of it. I was told to “empty my mouth,” not to “spit”. They “prepared” the tooth instead of “grinding” the tooth. He gave me an “injection” instead of a “needle” or “shot.” I felt a little “discomfort” or “pressure,” not any “pain.” Yes, sir, words are important. They do make a difference!



Ryan Levesque

Just like Dr. McDougal consciously used a very specific list of words that were developed as a result of research and careful thought, you too can create your own list of what Zig calls “positive words” that will put you in a better position to make more sales.

This is a process I have been using for the past decade to discover a **LOT** about the language my ideal customers use and to get more sales.

It's what I call the Deep Dive Survey, which is one of the first things you do in the “Discover” stage of The ASK Method. It is a short survey aimed at helping you understand the key challenges, desires and language of your market.

It's so important know the language your market uses because you want to be able to echo that language back to them in email content, your website pages, product information and in your one-on-one conversations.

Because, when you can describe the problem in your prospect's mind better than they can even describe it themselves, they're going to be much more open to believing you can SOLVE THAT PROBLEM.

And one of the keys to doing that is to use what I call the “insider language” of your market. That is, the subtleties of the language of your market – the special terms, phrases or slang they use.

Doing this makes your marketing stand out from all of the noise.

You really want people to feel like you have just read their mind. That you understand them so well that what you are offering feels like a natural and obvious fit with what they need.

When you can do that, you can enter virtually **ANY** market, even if you're not an expert in that market, or you've never served that market before.

In other words, you don't need to **BE** your market to **SERVE** your market.

I've got a personal story that illustrates this point... It was 2006 and I was living and working in China. By this time I was virtually fluent in Chinese, after studying at Brown University and also traveling to China while in College to take part in a Chinese Bootcamp run by Princeton University.

Couple that with having already lived in China for 2 years, and my accent was pretty authentic.

One day I decided to order a bunch of orchids over the phone. Interestingly, the guy on the phone who took my order was the same guy who ended up delivering the orchids to my house. Of course, I placed the order in Chinese...

[Nihao. Wo xiang mai yixie lanhua. You mei you? Ah tai hao le! Xiang song dao women jia lai. Women zhu de difang bu yuan. Shi nage zhongkai dasha. Zhidao ma?]

And then, when he arrived, I scared him when I opened the door because I was this American guy when he was so convinced I would be a local Chinese guy based on the phone conversation we had earlier.

He was so shocked, he even called his wife and had me speak with her because he couldn't believe how I sounded so much like a local!

Now, I was able to convince him to believe I was Chinese because of years of studying Mandarin and paying attention to the **subtleties**, working on my accent, focusing deeply on getting just the right intonation and a ton of practice and refinement.

Until I finally knew the language so well that I was no longer an "outsider".

By knowing the subtleties of the language, I went from the outsider to the trusted "insider".

And that's what **YOU** want to be with your market- the trusted insider.

To do that, you need to be able to "speak" your market's language like a local. And to do that you need to have done your Deep Dive Survey and dug deep into understanding the specific words your customers use.

You also want to avoid the words they **DON'T** use that will be a sure sign you are an outsider. For example, if my Mom tries to talk baseball, in about three and a half

seconds you know that she's not a **REAL** baseball fan because she just doesn't know the right words to use.

Sometimes it can be a single word that gives you away as an outsider.

Like when you hear someone say "I saw that on **The** Facebook" – you know, immediately that they are not an experienced social media user.

The subtleties of the language of your market can **EVEN** come down to a single **LETTER**...

For example, as an **AFOL** (that's Adult Fan of LEGO) I can tell whether someone is a trusted insider within one second of speaking to them.

If they describe LEGO as playing with LEGOs (as in plural), I know instantly that they're not a **TRUE** fan.

In that one moment, just that simple addition of one letter – the "S" on the end of LEGO – puts me on notice that they are an "outsider" and they're maybe not the experts they'd like others to believe they are.

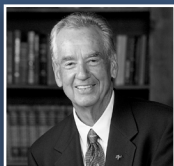
When you think about how **YOUR** audience interacts with you – is there something you're doing that is inadvertently telling people you're not a true expert?

This is an area that I invest a lot of time into **BEFORE** I go to market. Time spent here to truly learn the language of a "trusted insider" will give you a greater return than if you'd rushed to market using an "outsider's" language.

Because, as both Zig and I say... words definitely **DO** make a difference!

5. LEAD THEM TO A DECISION

In this example from *Secrets of Closing The Sale*, Zig Ziglar demonstrates how asking a series of questions can help lead a person to make a decision to buy from you that seems like the natural next step for them.

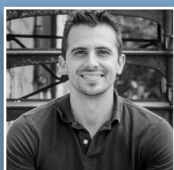


I continue: “Mr. and Mrs. Prospect, do you ever eat out?” Prospect: “Why, sure!” Zig: “How often?” “Oh, once or twice a week.” Zig: “Do you ever tip the waitress?” Prospect: “We always tip the waitress.” Zig: “How much do you tip her?” Prospect: “Dollar, two dollars, it depends.” (Remember, this was 1962!) I’d write “3¢” by “Your wife” and “\$1.00” by “Waitress.” Zig “Let me offer a thought and ask a question. The waitress takes the order, brings the food from the kitchen to the table, and brings the extras like tea, coffee, and bread. Generally speaking, a busboy cleans the table and carries the dishes back to the kitchen.

“Your wife goes to the store, buys the food, brings it home, puts it in the cabinets and in the refrigerator. Later she takes the food out, cleans, prepares, cooks, and serves it. Then after the meal she takes the leftovers, stores them in the refrigerator, and then cleans up. Now, Mr. Prospect, in all fairness, if you tip the waitress a dollar [I’d circle the “\$1.00” several times] just for bringing the food from the kitchen to the table, don’t you really think your wife deserves at least *three cents* [I’d circle “Your wife and “3¢” several times] for shopping, cooking, serving, storing, and cleaning?”

Imagination, emotion, and logic are all at work on this one. Chances are excellent you noticed the large number of questions asked in this dialogue (twelve). This is significant because it forced the prospect to put pressure on himself. When this happens, your chances for action are substantially increased. In this example, the procedure and the questions undoubtedly helped the husband put the wife’s contributions in a more realistic and favorable light. The questions also brought the price into perspective and broke it down to such a low figure that it was affordable.

The “1902” simply means you break it down to a figure which is so low the prospect can visualize the ownership of the product because he now sees it as affordable. Three cents per use certainly put the cookware within reach, especially since we had demonstrated it would save more than that with each use. *This close makes it easy for the prospect to buy, and that’s the role of the professional salesperson.*



It can be difficult to go from first meeting someone to immediately closing the sale. There is always a process. People need to feel understood. They need to know they can trust you. They need to feel like it’s a decision they can justify.

So many factors go into creating the perfect set of circumstances for someone to be able to say **YES** to you.

And one of **THE** most powerful ways I have found to help lead a person to that **YES** decision is through a series of “micro – commitments”. These are actions that are so small, it’s impossible for someone to fail at them. And through a series of these “no fail” steps, a person

incrementally makes their way towards the final micro – commitment... and that’s to buy from you.

While developing The ASK Method over the past decade, entering market after market, I have found **THE** most effective way to create these micro – commitments is by asking a series of questions. Each one helping my prospective customer feel more at ease, more understood, more clarity.

The process I use to do this is called a “Segmentation Funnel” and it is a series of questions that early on determines which segment a person belongs to and then asks them subsequent questions that are relevant to that segment.

So, once I have established which of my pre-determined segments a person belongs to (based on my earlier Deep Dive Survey research), I can then ask highly relevant questions that position my product or service recommendation as a well-thought out diagnosis of their unique challenges and needs.

For example, if I sold backpacks online, I could ask people to tell me how they planned on using their backpack – was it for travel, or school or hiking? Once I knew it was for, say, hiking, I could then ask – was it for a day hike or a multi-day hike?... and so on. So that when I **DID** recommend a specific backpack from my product range, it would feel like the ideal solution, tailored to that person's specific needs. And, along the way, I will have established trust and rapport by **ASKING** first and **PRESCRIBING** second. Rather than rushing in and simply trying to **SELL** whatever was my main priority to sell.

This shift is significant and can totally transform the way you sell your products and services online (or in person).

One particular Segmentation Funnel that I have had **HUGE** success with is the Quiz or Assessment. This is where you offer someone the opportunity to experience some form of "self discovery" – learning something about ourselves is an idea that is universally appealing to all human beings.

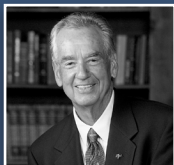
For example, a highly successful quiz for tennis instruction site, fuzzyyellowballs.com, using my ASK Method, gave people the opportunity to find out what their specific "Serve Killer" was. The idea being that there are a specific number of "Serve Killers" that are hampering your ability to serve well and, once you know what yours is, you can do something about fixing it. As people discover their unique Serve Killer, they are also "prescribed" a specific fuzzyyellowballs.com training program to help fix the issue. As people moved through the quiz, they felt heard, understood and then when they got the diagnosis and the follow up prescription, they were much more likely to buy.

As Zig Ziglar said "Imagination, emotion and logic are all at work on this one."

And I agree completely. You can use pre-determined questions to take **YOUR** prospects through a series of micro-commitments that lead them to the decision to buy from you. And it will feel like a great experience for your customers in the process!

6. YOU SELL WHAT IT DOES

This next Secrets of Closing The Sale insight can transform your results overnight. It is a simple shift, and yet one that even experienced marketers, business owners and sales people overlook...



You need to paint the picture of your prospect using and enjoying the goods or services you sell. When you become completely aware of this process and the benefits that go with it, you will work at doing it until picture selling becomes second nature for you.

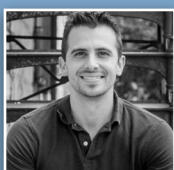
Make yourself a mental note to check the word pictures I paint for you throughout the remainder of this book. Remind yourself in your second and subsequent readings of Secrets of Closing the Sale to look for the word pictures. Incidentally, I remind you again that you will glean more ideas, make more notes, and mark the book more on your second reading than you will on your first and still more on your third than on your second.

Throughout the book the picture painted is that of satisfaction and gratification. The reason is simple. You don't sell what the product is—you always sell what the product does. Example: Each year over 5 million quarter-inch drills are sold, yet it's safe to say that nobody wants a quarter-inch drill. They want a quarter-inch hole.

Each year billions of dollars worth of cosmetics are sold, yet it's safe to say that nobody wants lipstick, eye shadow, blush, etc. What they want is a more attractive appearance. They want to smell good and to be glamorous and desirable to members of the opposite sex.

You don't sell what the product is—you sell what it does.

Watch the ads on television and you'll hear word pictures and see the actual picture of the users of the product enjoying the benefits of the product.



There's a classic saying that "Features Tell and Benefits Sell" and, while this is very true, it can still be easy to slip into the habit of telling people all about your product's features. After all, you've spent a long time developing your product. You've

eaten, slept and dreamed about those features. They've taken up all your time and your team's time as you've built your product.

But the reality we need to face as marketers and business owners is that our customers don't care about anywhere near as much about those features as we do. That's not what is going to inspire them to buy.

As Zig says many times in Secrets of Closing the Sale, and as I have found time and time again in 23 different markets, people buy based on emotion.

"You don't sell what the product is—you sell what it does."

And, specifically, what it does for your customer.

Another way of thinking about this is to think about the "Transformation" your customer will experience using your product or service. How will life be different? What will they have / be able to do / feel like once they've purchased your offer?

What is the **THEIR** equivalent of the quarter-inch hole that Zig mentions in the quote above? Because, remember, "Nobody wants a quarter-inch drill. They want a quarter-inch hole."

The more visual and real you can paint the picture of that transformation, the more powerful your sales and marketing messages will be.

This is where your Deep Dive Survey will become invaluable as it helps you understand and have empathy for your market. It will also give you the language you can use to create the “word pictures” Zig Ziglar speaks of.

This is also where being able to segment the various people who come into your sales process becomes incredibly powerful because you can now paint a very specific visual picture of the transformation for **each segment**.

For example, if you have one segment for beginners, another for intermediate and another for advanced users, you can now speak directly to the transformation each of those groups most wants. You can see how the beginner is likely to want a very different transformation to the advanced user and vice versa.

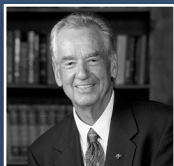
Segmentation also means you can make sure the Benefits you're focusing on don't **UNSELL** your prospect. For example, you could find that while people in the beginners segment, might find one Benefit hugely appealing, this may actually alienate, or just **NOT INTEREST**, those people in the advanced segment.

Elsewhere in Secrets of Closing The Sale, Zig Ziglar says that “Selling is a transference of feeling” and by segmenting your prospects and speaking directly to the specific benefits **EACH** group most wants to achieve (that is, by selling what the product **DOES**, not what it **IS**) you can evoke more emotion and desire and help people move forward to buy from you.

Of course, this is based on the presumption that your product or service can definitely deliver the transformation you are promising. When that is the case, your job is to help as many people experience that transformation as possible.

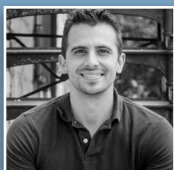
7. THE “ADD ON” CLOSE

Here is a seemingly “simple” idea that Zig Ziglar shares in *Secrets of Closing The Sale*, which has meant massive growth and millions of dollars in sales for the various businesses I have started and grown over the past decade...



Of even more importance is the fact that Johnny was not content to make just one sale. He saw a chance for the second and took advantage of the opportunity. I think you already know I was not the least bit offended that he wanted to sell me the second shoe shine. Actually, once you’ve gained the confidence of your customers with the first sale, you are in a position to be of real service to them. The first order is an indication of trust. If you have companion products which your customers regularly use, you render a service by saving them time, bookkeeping entries, and inventory problems by *helping* them reduce the number of suppliers they deal with.

I’m not suggesting that if you have a multiple line you should try to sell the entire line on every sales call. I am suggesting that if you believe in what you sell and your customer is using similar products, you will do both of you a favor by offering the other products, especially on...



Once you have a sales process that is working, you can gain considerable momentum and really rapidly increase your profitability by adding on additional upsells.

As Zig says, you don’t want to “try to sell the entire line on every sales call,” but it is possible to add items into the sales process that complement the original product or service you are selling.

Thereby increasing the dollar value of each sale.

This means you can spend more to acquire new customers and you can also make more profit per transaction.

THE “ADD ON” ITEMS I USUALLY IMPLEMENT ARE:

1. *Add an upsell to increase profitability*
2. *Add a SECOND upsell*
3. *Split test and optimize all the elements, including the order of the upsell and the price points*
4. *Add recurring revenue*
5. *Add a big-ticket back end item*

All of these will help to scale your results, once you have a functioning online (or in person) sales process.

This approach is part of what I call the “Scaling Mindset”.

You are essentially going deeper with each customer by giving them an opportunity to solve further problems with you, right at the point where they are solving their first problem.

Let me explain what I mean...

One of the most powerful ways we scaled my Orchid Care business was to first get a powerful Segmentation Funnel working to offer our Orchids Made Easy eBook.

Then we noticed there was a lot of feedback from people saying they wanted a physical version of the book.

So, we created a physical copy of the book and offered it as an upsell at the time of purchase.

Initially we were doing small print runs, but then we started to get enough regular sales that we could order the book in bulk print runs. This made the process even more economical and scaled our income even further.

Then, once the book was selling well, we created a second upsell called Grandma Bea’s Garden Remedies, and that was an eBook product, which we also made available at the time of purchase.

Then after that we created a DVD course on Orchids, which was a companion course to the main book.

All along the way increasing the average transaction value for this one Segmentation Funnel, simply by going deeper and offering additional upsells.

Then, we did something that really boosted our results – we offered an upsell that was a continuity program.

We called it “The Green Thumb Club” which was a ten dollar a month orchid mastery program where people were given additional content and had the opportunity to ask questions and be part of a community.

So now, we were leveraging the sales we were making in our Segmentation Funnel to not only one off sales, but **ONGOING** sales.

And all with one funnel and one transaction offering multiple upsells and options.

You can even customize the upsell offers you make based on which segment a person belongs to. So that means showing different upsells to different segments. For example, if you had a beginner’s group, you might need to show them the upsell that’s most relevant to beginners. While the more advanced segment might need a more advanced upsell option.

This one, simple idea, which Zig calls the “Add On” Close could easily double or even triple your sales, when done well.

This has been the secret to how I have scaled dozens of businesses and generated millions of dollars over the past decade.

BONUS

4-STEP FRAMEWORK THAT WILL SHIFT THE WAY YOU THINK ABOUT SELLING

By original Shark Tank “Shark” and Inventor of the Infomercial, Kevin Harrington



Kevin Harrington

Selling is about giving value and helping people find solutions to problems, so they can live more fulfilling lives.

In short, selling is serving. Zig Ziglar always emphasized this truth. It's true today and always will be.

HOW YOU SERVE WHEN YOU SELL:

Here are just a few ways **you can serve** other people when you sell:

1. PUT THEM FIRST. *It's a people – first mindset that unlocks sales success. Some people think of “sharks” as ruthless predators, but that's not how I do business. I know how to innovate, disrupt the marketplace, orchestrate a killer investment deal, and grow a business. But my people-first perspective is at the heart of everything I do. I intentionally seek win – win relationships and solutions.*

2. IMPROVE THEIR LIVES. *Improve lives of other people by sharing how your product or service will improve their quality of life. Always be thinking of how your product or service will be serving other people. As Zig Ziglar famously said, “You can have everything in life you want, if you will just help enough other people get what they want.”*

3. BE AUTHENTIC. *Authenticity is a huge piece of success in sales. You may get short-term sales through deception, but long-term, over-the-top success happens when you don't fake it. Be real. Authenticity is especially important to Millennials who are tired of unrealistic claims by just about everybody. Be authentic by showing how you are focused on serving people by meeting their needs.*

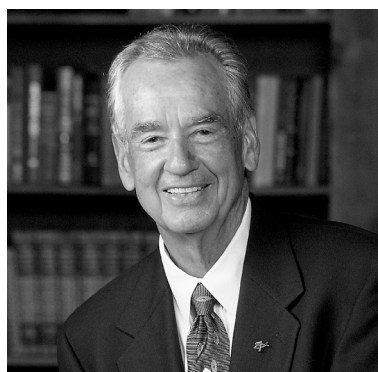
4. CREATE WIN-WIN SITUATIONS. *I intentionally only do business deals where we create win-win situations. I know I can only truly succeed when I first deliver value to other people.*

WANT MORE SECRETS TO BOOSTING YOUR SALES?

Zig Ziglar's timeless teachings are now
being made available for the
FIRST TIME EVER in an Online Program.



Ryan Levesque, Author of #1
Best-selling Book, "ASK" & Creator
of the ASK Method



Zig Ziglar, Legendary
Best-selling Author, Motivational
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