

A Man Walks into A Bar...This Is Not A Joke...



...but *it is* a simple and memorable way to learn and remember a four-step sales process that you can utilize TODAY to close more deals, get more sales, recruit more people, and more. The reality is that no matter what activity you are involved with, you are actually “selling” yourself, your opinion, or your desires.

As a new business owner or someone getting ready to start a new venture, you will need an understanding of some basic principles of human nature and what selling is really about.

When I started my first business, I had no idea what I was doing. Little did I know that I was making simple mistakes that were often preventing me from making a sale.

As I progressed, I studied anything I could find to help me become a better sales person. Unfortunately, my passion is creativity and not sales. Often the sales training programs were too complicated to be easily implemented. And they felt fake. It was very disappointing. I noticed that other entrepreneurs were also having trouble utilizing all of the different “sales techniques.”

However, I did discover some simple things that helped me become a better sales person. It's my privilege to share these with you now. I hope that you will find them useful and you can build on them! This four-step process works for me and I believe it can work for you too!

Here we go...

“A BAR” is really, A. B. A. R. which is an acronym standing for
A- Attention
B- Benefits
A- Attitude
R- Results

The setup for this joke is a mnemonic device (memory device) used to make you remember the four steps!



Read on...



Step 1: A for ATTENTION!

This is the first action you must take. You need to get the attention of people who are most likely to buy your product or service.

If you are just starting out and do not have a lot of money (or any money) you will need to do some guerrilla marketing to cut through the noise of all of the other companies' advertising and offers.

Some ideas: Interact on social media, use your warm market (friends and family) as possible customers and also as a source for leads and introductions to others, create an outlandish personality, join appropriate trade organizations and service organizations (volunteer for duties in these groups as opposed to being a passive member or being a pushy salesperson.)

If you have a budget, targeted ads on social media are producing traffic. Explore programs utilizing the power of the internet. Go where people's attention is focused. You will need a way for potential customers to find you. Direct them to your facebook page, instagram, virtual store, etc.

Do some simple research (snooping) and find out what your successful competitors are doing to get attention and copy them. There is a lot to learn later, but for now, just get started doing something. You will build momentum and confidence. Don't spend much money (if any) until you find something that really works!

Remember. Step 1: ATTENTION!

You can't help them, serve them, sell them or even tell them a bad joke if they don't know you exist!



Step 2: B for BENEFITS!

Once you have their attention, you need to give them a reason to care that you exist, to care about your product/service, and to care about fulfilling their own wants (and ultimately, their needs.)

People have several things in common. They have a desire to survive, to be recognized and accepted, to be valued, and they all want to know what pain/problem you can solve for them with the least amount of their efforts!
(Yes, people are lazy)

They want to know how your offering will BENEFIT them.

Think from their point of view, “What’s In It For Me?”
(Remember “WIF-ME?”)

Ask them questions. Highlight the pains and wants they describe, then focus your offering on how it can relieve their suffering.
Spend less time on the features of your product/service and the most time on the benefits and how much their life will improve as a result.

An old marketing mentor told me to “Sell the sizzle and not the steak.” In other words, focus on the benefits, not the features.
It still holds true today.

Remember. Step 2: BENEFITS!

People are bombarded with offers and advertising every day and have become resistant. Focus on making their life easier, more fun, more rewarding. Think “WIF-ME!”



Step 3: A for ATTITUDE!

The correct attitude will either make or break you. You will attract people with an attitude of caring and service. You will repel people with an attitude of “me first” or being focused only on making a sale and on making money for yourself.

Really do some heavy thinking on this topic. Try to identify many things that you have in common with your potential customer. Learn to empathize with others. Keep reminding yourself to focus on service and caring. Be real. Don't be fake. Be “relate-able.” Get your head and heart to the place where you actually feel love and compassion for other people, then you will have mastered this step!

In a larger sense, having a strong inner compass, having a clear understanding of your personal “WHY” will touch people in a positive way. Through your language, calm confidence, ability to navigate problems, and by creating and sharing your personal story, you will project an attitude that will “af-fect” rather than “in-fect.”
You will attract rather than repel.

Remember. Step 3: ATTITUDE

Nobody likes a cocky smarty-pants who cares more about himself/herself than others.

People want you to value them and love them.
They will trust you when you do.



Step 4: R for RESULTS!

This step has a couple different parts to it.

Examine the results you are getting from the previous three steps. Are you having wildly successful results? If so, double down on your efforts! Do you need to make changes and tweaks to get the results you are seeking? Don't worry, even if you are experiencing failures. Study what happened, make appropriate changes and try again.

"Losers fail and then quit. Winners fail until they succeed."
(I love sayings like these. They make it easy to remember truths.)

Use your imagination every day! Visualize the results you want to achieve. Really try to internalize what reaching your goal means and feel the results. Find or create tools to help you. Post representations of each goal, as if it is achieved. Look at it every day. Each can be in the form of digital photo placed strategically on your phone, computer, etc. You can also use analog tools like a vision board, posters, framed photos, etc. Use a special message or song on your phone as an alarm. Start the day with the right mindset.
Use what works for you. Be creative.

Remember. Step 4: R for RESULTS!

The military says it best, "Visualize the mission. Adapt and overcome. Don't stop fighting until the mission is completed."

Final Thoughts

Congrats and thanks for reading this far.

These four steps are a simplified system that can help any new entrepreneur or even an experienced business owner feel more comfortable selling a product or service. To get started or to progress from where you are now, just “Keep it simple, selling. Seriously.”

Remember to be yourself, make it conversational, share your story, try to understand where other people are coming from, relate to other people, solve their pains/problems, present your solutions in a way that benefits them. When the time is right you can ask for the sale and when you get it, say, “Thank you.” Always be grateful.

There are several clues in each of the four steps that you can research at a later date. Do this to expand your education on the subject if you are inclined to be a full-time sales person. I also added a free Bonus List of concepts at the bottom of this page if you want to learn even more.

**But for now, keep it simple and don't be afraid to fail.
Just get started! Keep at it! I know you will do well! And...**

...Let me know how you are making out by staying in touch. Look for Russ The BIG Guy on facebook and LinkedIn. I'll have more great ideas for entrepreneurs. Leave some comments and help me reach more people by sharing with other like-minded adventurers! Thanks again!

**Here is the free Bonus List I promised:
Customer Avatar, Race for Aces
Sales Funnel, Answering Objections
Suggestive Selling
Asking for The Sale
Up-selling, Getting Referrals**

Legal stuff:

As you might imagine, I need to tell you that I can't guarantee anything to anyone and your success at selling is dependent upon a variety of variables. You agree that you are using these ideas at your own risk. I'll use your email to keep you up to date on my ideas and programs. I won't get “spammy” and I won't sell it to a third party.
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