



A Sales Master Class

Part 05 - The "Education" Phase

You Start Talking and Become The Expert Solution

Up to this point the prospect has been doing most of the talking. They have been answering the well-structured questions from the "Discovery Phase." Now it's time for you to step-up and educate them in how their problem can be solved using your product or service.

Educate to the 'Need' and overcome objections before they occur.

Three key questions the "Education Phase" needs to answer:

1. "What is this?"
 - a. Specifically, how does it work? What's the process?
2. "What's in it for me?"
 - a. Will it really give me what I want and need?
3. "Can you prove it?"
 - a. Success stories, testimonials, high-quality marketing materials including website, social media, and blog content.

Two additional questions to maximize effectiveness.

1. **Pre-frame: "Can I trust you?"** Do you have my best interest at heart or are you here to just make a sale."
 - a. This is where Rapport Skills are crucial.
2. **Post-frame: "Do I really need it now?"**
 - a. If you don't make a compelling case for "why now" they will defer buying.

Sales Pro Tip:

- Don't SOLVE the prospects problem with the information you provide. Rather
- Use examples, success stories, and testimonials of similar clients who had their problem solved with you.

This Week's Action Items:

- Write scripts for answering the 3 Key Questions. Make them short, sweet, and to the point.
- Write a script for "Why now?" What pain will they get if they don't buy? What pleasure if they do?

Aaron Brauch inspires, coaches, and trains entrepreneurs and professionals to grow their business fast. Clients learn the customized strategies, tactics, and ongoing accountability to become the best version of themselves as a business leader. They learn to make the most of their TIME, MONEY, ENERGY and INNATE TALENTS. **Contact us today** to discover how you can create the legendary business of your dreams. Faster than you ever thought possible.

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