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MARKETING | SALES | LEADERSHIP

# BECOME A SALES SUPERSTAR

## **SALES:** SELL MORE WITH NEGATIVE MOTIVATION

Understand what is Negative Motivation and how it impacts the decision making process of buyers.

## **SALES:** ONE SECRET, MORE SALES

There is one secret that can increase your number of sales instantly. It is a secret that salespeople that use it have managed to increase their sales and elevate their careers.

## **SALES:** 5 PHRASES TO AVOID IN SALES

5 common phrases that are costing you sales, without you knowing it. Stop using these today!

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# SELL MORE WITH NEGATIVE MOTIVATION

*As a fresher in sales, everybody will tell you to emphasize on getting the potential customer "excited", "thrilled", looking at how good their life will be or benefit by using your products or services. This is a technique that without a shadow of a doubt, works great for beginner and intermediate level sales people.*

*However, as Maslow suggested in his "Hierarchy of Needs" (1943), people are motivated by a variety of reasons, and that also includes motivation to purchase. A good sales person can address the positive motivating factors of a prospect, but a great salesperson can also address the negative motivating factors. Before jumping right into it, we need to take a step back and understand what the difference is between positive and negative motivation.*

*Here is an example of positive and negative motivation: In a clinical test, rats were used to travel a small maze. They had a starting point, and at the end of it, there was food. Once the rats discovered the best route, then they would travel straight to the food at X time, every single time. Later on, the scientists introduced cat odor in the maze, along with cat sounds (no real cat was present). On thinking that they were chased after by a cat, the rats travelled faster to the end of the route, where the food was. This is a clear example of running towards something (positive motivation) and running away from something (negative motivations).*

*In sales, you have to be able to "listen" and properly "decode" what the prospect is motivated by. Take the example of consulting or coaching for business. Are your prospects talking with you because they want to make more money, be wealthier, become more efficient, generate higher revenue, enjoy the rich life? Or are your prospects talking with you because they don't want to go bankrupt, because they are afraid of a bad year in sales, or low revenue that will lead to cutbacks? Are they positively or negatively motivated?*

*Now why do we need to understand and address the "negative" motivating factors? Here are the two main reasons:*

- 1. Understanding where your prospect is coming from and what their true motivations are, whether that would be positive or negative, gives you the upper hand in addressing these motivations in such a way that will essentially lead the potential prospect to a purchase. Being able to decode their motivations, also allows you to tailor your "sales pitch" when addressing the issues, in a way that the potential customers say "This person really understands and wants to help"*
- 2. The second reason why we need to understand and address the "negative" motivating factors, is simply because the fear of losing something is far greater than the fear of gaining something. Much like the above example with the rats, who travelled faster when they were running from something, rather than running towards something. There are so many fears that potential customers are constantly running from such as: fear of loss, fear of not fitting in, fear of failure, fear of missing an opportunity, fear of being scammed, fear of losing money... and so on! Identify what your prospects are trying to avoid, paint a scenario for them where they didn't avoid that, and then provide them with the solution on how to effectively avoid what it is they are afraid of.*

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*As Zig Ziglar said, "The fear of loss is greater than the desire to gain". The technique of selling on the negative motivating factors is not something new. It has been used for centuries by marketers and advertising agencies all over the world, and more recently by professional sales people. Such examples are all around us, both on the advertising billboards and also in the people you meet everyday:*

*Think of how many people pay gym memberships so that they can lose weight, contrary to those paying in order to gain muscle. How many people have quit smoking, because they know of someone who died of lung cancer? How many people go to jobs they hate, because they don't want to be broke? How many people purchase new clothes so that they are not "out of style"? How many people started exercising after they or someone close to them had a heart attack? Negative motivation drives people, and it is a determinant factor in the purchasing decision process!*

*Use it to your advantage next time you are engaging with a prospect. See if they are trying to move towards a goal, or running away from something, and then you can address accordingly as a professional, directly on point, so that the customer can feel that you understand and want to assist them in either reaching that goal, or avoiding that worst case scenario they are running away from. Don't be afraid to address their negative motivation, instead you should seek it out and target it directly, hence giving you an edge in closing the sale!*



# ONE SECRET, **MORE** SALES

Yes it is true! You can actually increase your sales by using this one step bulletproof method to guarantee you an increased number of sales. This 1 step is something that **7 out of 10** sales people don't do, and it is the step that can make or break a deal. It is the one step that the majority of sales people avoid to take, simply because they are afraid that in doing so they will come off as pushy, and completely destroy the relationship they have been so hard trying to build with the potential customer.

Picture this: You are engaging with a prospect, you talk, you listen, answer questions, have a fantastic conversation over their needs and wants, everything looks good, and you are a step away from closing that deal. What happens next? Customer gets up, says "Thank you for your time" and away they go! Does this sound familiar? What went wrong?

**YOU DID NOT ASK FOR THE ORDER!** As previously mentioned, according to statistics 7 out of 10 salespeople are afraid of asking for the order. You need to always have in mind that you need to ask for the business, ask for the money! Customers know that it is your job to do so, and they are expecting you to do so. If you don't ask for it, you will not get it.

Asking for the sale is what will seal the deal and put the verbal discussion in a contract. Lean into it, and ask for the sale with a positive attitude and expectation. *"Ask as if you expect to get a YES" (Canfield J, 2005)*. If you don't ask for it, the customer won't do it for you. The best statistic to remember when it comes to asking for the order is that *"We loose 100% of the sales we didn't ask for" (Zig Ziglar)*.

Why is that though? Why are we afraid of asking for the sale? There are four main reasons why sales people won't ask for the sale:

**They have no confidence in the product or service**

**They have no confidence in themselves**

**They don't see the value in the product or service**

**They are afraid of rejection** (*How to overcome fear and ask for the order will be covered in a later newsletter*)

On a closing note, remember that you have nothing to loose and everything to gain by asking. Even in the bible it says *"Ask and it shall be given to you" (Mathew 7:7)*, so what' stopping you? Next time you engage a prospect and you have managed to build the bridge, simply ask for the order.

# 5 PHRASES TO AVOID

These are five phrases that we use daily, whether voluntarily or involuntarily that have a tremendous effect in closing deals. As times change though, these words/phrases now have the opposite effect of what they were intended for, as they trigger the defense mechanisms in customers minds.

- **"To be honest"**: This is the most popular and common phrase used by sales people and it is one that I had to really try hard in order to stop saying. The reason we use this sentence, is to show that we want to be sincere, as honesty is something courteous. However, it actually has 2 negative effects: One, is that it negates everything you have said before hand, as if you haven't been honest up until that moment. The second negative effect is that when usually we say this, then the first words that come after "Let's be honest..." are not honest words! Customers can pick up on that, so avoid using the "Let's be honest" phrase at all costs!
- **"Contract"**: Stop using this word. It is a heavy and strong word, and especially to new customers who are still in the sales process, it can be intimidating. Instead, if you want to nudge the customers to closing the deal, change the word contract, with words like "agreement" or even lighter words, such as "paperwork". It would look something like this: "Shall we get the paperwork out of the way?" , or "Shall we proceed with the agreement?". With this phrases, you are giving the sense that we need to get these out of the way, as unpleasant as it may be, so we can get to the exciting part, which is you getting the product or service you wanted.
- **"Asking price"**: This works against you, all the time! By labelling your price as "asking" it also means that you have a "final" price. You are conditioning the potential customer to ask for a discount! Instead, just get rid of the word "asking" or "advertised". You should be saying "The price is X.", in a firm and assertive tone. No wiggling there.
- **"This is a good deal"**: The word "deal" sounds cheesy and suspicious. Who gives deals? If you want to show the potential customer that this is a great deal, then simply rephrase it to "This is a great opportunity" ! Everyone loves opportunities, but people can be skeptical about wonder "deals" !
- **"Would you like to buy this?"**: Even though it sounds as common sense to ask a customer if they want to buy something, still this can be phrased in a much better way, so that it doesn't sound as if you are trying to push them to buy! If you are asking them to buy, it means that you are selling to them, and no one likes to be sold. Instead, a very welcoming and inviting way to ask them if they would like to "buy", would be to simply ask them "Would you like to have this"?

The secret in effective sales communication is to try to differentiate yourself from all the cheesy - cheeky old school sales people out there who come across as pushy, using cliché words and terms to get the deal done. Rephrasing your words, and avoiding saying certain words that trigger the defense mechanisms in customers, is what will set you apart from the rest of the competition, and will make people love to do business with you!



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