

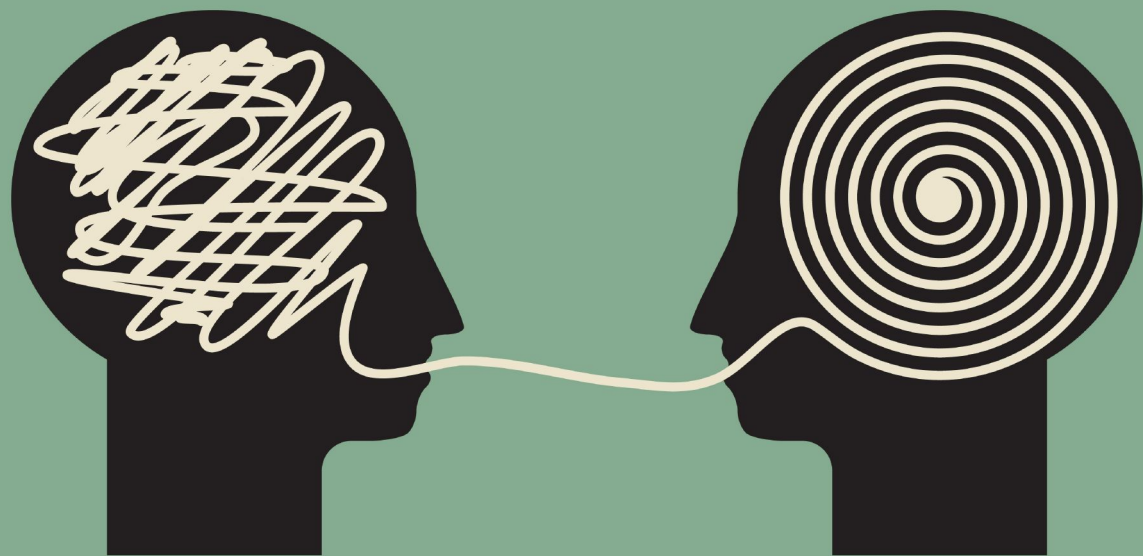
How to have sales conversations without being salesy





Learning goals

- Understand your client & the problem you solve
- Get sold yourself
- Ask don't tell
- 4 steps to the sale



Understand
your client & the
problem you
solve for them



No-one wants Pilates classes

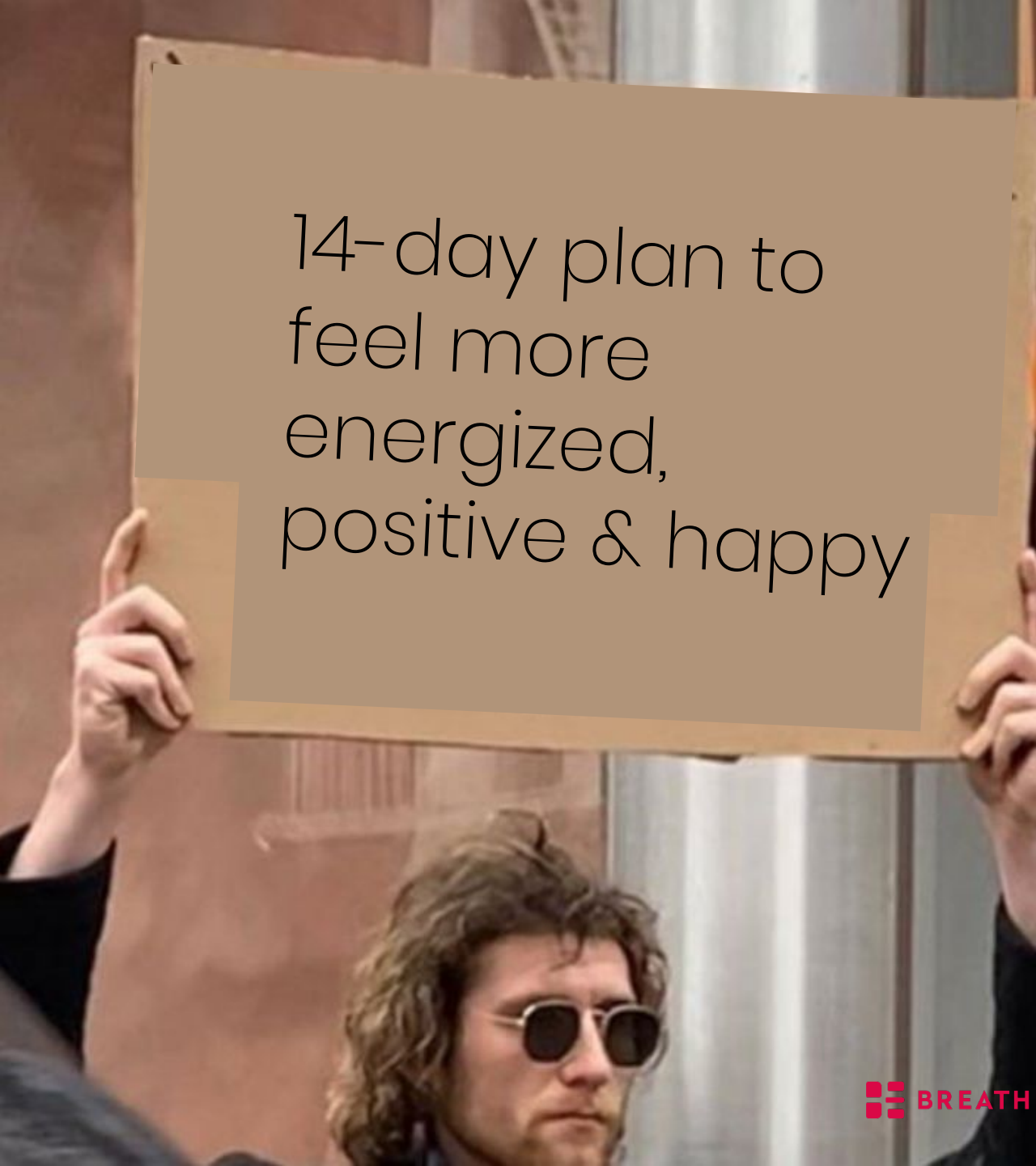
People DO want:

- More energy
- Me time
- Less pain
- More strength & flexibility
- To live longer
- More joy in life
- Better mental health
- Lose weight
- To look better
- Better self-esteem

A man with curly hair and sunglasses, wearing an orange long-sleeved shirt, is holding a large, light brown rectangular sign with both hands. The sign has the text "Buy my Pilates classes" written on it in a black, sans-serif font. He is standing in front of a red brick wall and concrete steps. In the bottom left corner, the back of a person's head wearing large headphones is visible.

Buy my
Pilates
classes

✗ No one cares
about your
Pilates classes

A person with curly hair and sunglasses is holding a large cardboard sign. The sign has text on it. The background is a blurred indoor setting.

14-day plan to
feel more
energized,
positive & happy

✅ People care
about their own
problems

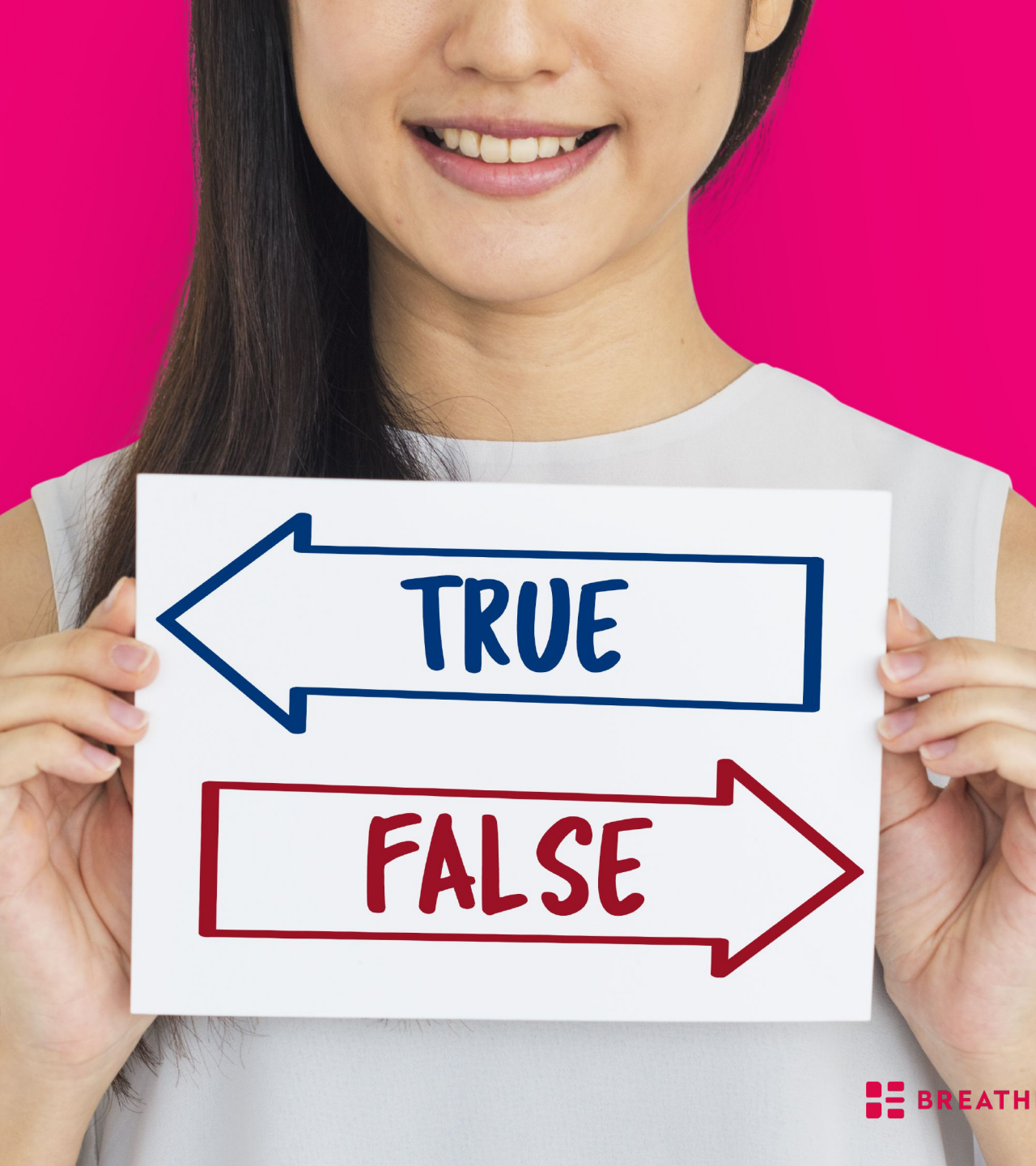


Self-test

- When your sink is blocked, do you call a plumber because you're interested in plumbers, or do you just want your sink unblocked?
- Do you go to the supermarket because you like shopping for groceries, or because you need food to eat?
- Do you go to the dentist because you love dentists or because you want healthy teeth?
- Do your clients come to Pilates because they love Pilates or because they want to feel better?



Get sold
yourself



If I workout with
you 3x/week for
12 weeks...

- Will I have more energy?
- Will I be stronger?
- Will I have less pain?
- Will I feel happier & less anxious?
- Will I sleep better?
- Will I stand taller?



If a friend asked
your advice...

"I'm suffering with back pain, low
energy and stress.

Do you think it's worth trying
Pilates?"



If you have
something that
will make
someone else
happy but you
won't share it

Is that **ethical**?



Read your client
testimonials to
pump yourself
up



Self-test

- If someone is suffering and you know the solution to their problem, is it bad to share the solution with them?
- True/False: 3 sessions per week for 12 weeks will solve a shitload of problems and make people's life a lot better
- True/False: It's unfair to withhold those benefits from people just because you're indulging in a little imposter syndrome



Ask don't tell

You should do more listening
than talking



Don't tell them
why they
should buy it...

ASK why they
should buy it



They'll tell you
their reasons,
which will be
more convincing
than yours



Self-test

- Why do you do Pilates?
- Why should I do Pilates?



4 steps to the sale

1. What is your problem?
2. Why is that a problem?
3. Why do you see this as the solution?
4. How often would you like to come?



What is your problem?

- Why did you come in today?
- What do you need my help with?
- What triggered you to reach out to me?
- Why are you interested in talking with me?



Why is that a problem?

- Why is that a problem for you?
- How is that affecting you?
- Why is it important to you to do something about that?
- What will change for you if you solve that problem?
- What will happen if you DON'T solve the problem?



Why do you see this as a solution?

- Why do you think I can help you?
- Why do you think Pilates will help you?
- How do you think I can help you?



How often would you like to come?

Here are the pros and cons of coming 1, 2, & 3 times/week

- Which do you think will suit you best?
- Which one are you leaning towards?
- Which makes the most sense for you?



Self-test

- What did you hope I can help you with in this sales presentation?
- Why is that a problem for you?
- Why do you think becoming more skilled at sales is the solution for you?
- Would it make more sense for you to start using this clumsily today & make sales today, or to procrastinate on it for a bit first?



Learning goals

- Understand your client & the problem you solve
- Get sold yourself
- Ask don't tell
- 4 steps to the sale



Role play

Questions?

