



**IT'S NOT WHAT HAVE YOU
HEARD BEFORE, BUT WHAT
HAVE YOU DONE WITH WHAT
YOU'VE HEARD.**

**MEANING: WHY DO WE
HEAR/KNOW, BUT DON'T DO
IT! (EXECUTE)**



WE ALL KNOW (IN SALES & RECRUITING) WE HAVE TO DO THE FOLLOWING:

- Got to do discovery
- Got to build relationships
- Got to find pain
- Got to sell our value
- Got to set next steps
- Got to believe in our product





YET! YET! YET!

Why do 80% of the PEOPLE who get into sales/recruiting fail! FAIL to make it or fail to make REAL \$\$\$!



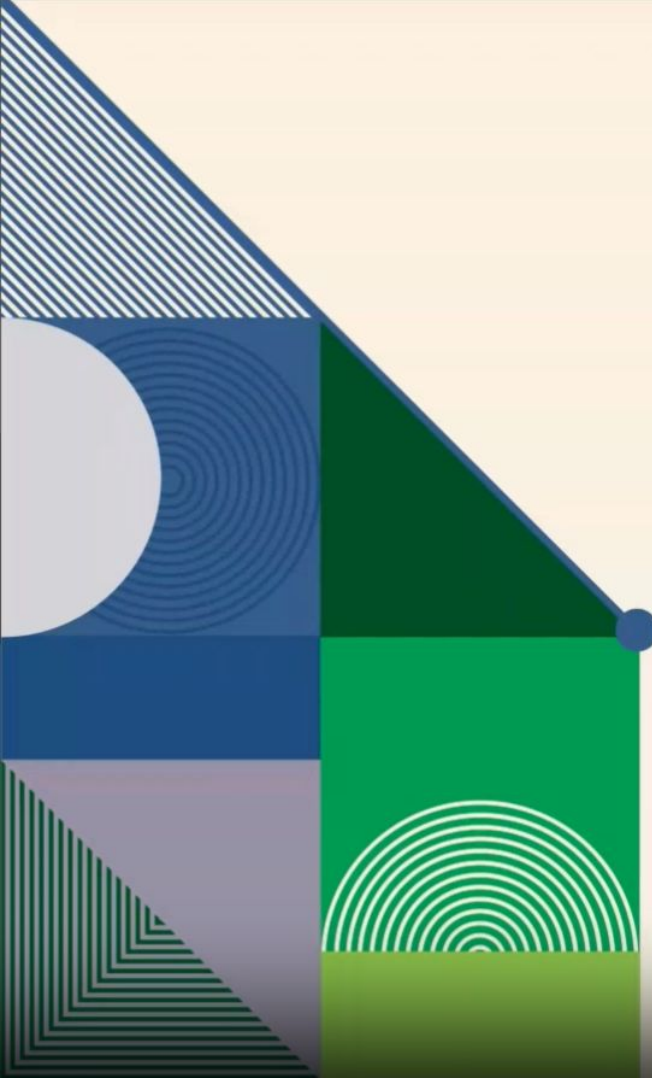
QUESTION T OR F

- Knowledge = Power
 - FALSE
- Execution = Power
- We know a lot of stuff we don't get paid for!

WHAT I SAW FOR YEARS

- Talented, intelligent, motivated people get in the business and fail
- 6 months later, out the door!
- I thought they just didn't KNOW how to sell/recruit...
WRONG
- They knew how... they had been taught, motivated, loved, etc...





THEY STILL FAILED... WHY???

- They couldn't execute what they had been taught!
- QUESTION REALLY BECOMES... **WHAT** kept them from executing?
- I hear... not motivated, not organized, didn't know the product... NOT REALLY!





FEAR... CLEARLY FEAR... OF WHAT!

- Fear of failure
 - Fear of rejection
 - Fear of rocking the boat
 - Fear of losing something they don't have
 - Fear of being a disrupter
 - Fear of asking hard questions
 - Fear of not setting next steps
 - Fear of dealing with the ghost! Before they get ghosted
 - Fear of not gently challenging the negative feedback
 - Fear of giving your prospect/candidate **permission** to give you a NO or NEGATIVE feedback
 - Fear of discussing **MONEY**
 - Is that enough fear for you!?!?
- 

RULE

It is better to understand why people buy than it is to know how to sell!

- RULE - People do things for their reasons, not mine
- RULE - Your prospects reasons for buying beat your reasons for selling... everytime
- RULE - Sell/recruit today... educate tomorrow (educating is not selling)
- RULE - A prospect that is listening is NO propsect at all (How would you know?)



VALUE

- VALUE is in the eye of the beholder
- The longer you can withhold the VALUE the powerful it becomes
- VALUE used at the wrong time can be counterproductive





RULE

- Plant your feet emotionally in sales and recruiting!
 - It's hard
 - Lots of failure
 - People lie
 - More people don't want what you do than do want what you do!
- RULE - Sales/ Recruiting is not for the faint of heart
- RULE - Sales/ Recruiting is emotionally violent (failure)



RULE

Qualify hard, the close is easy!

Qualify easy, the close is hard!





WHY IS CLOSING SO HARD?
WHY IS CLOSE A MYSTERY?
WHAT EXACTLY IS CLOSING?



BOOKS ON CLOSING (AMAZON)

- 21 secrets of closing
- Secrets of a master closer
- The lost art of closing
 - Pre-closing
- ALWAYS be closing
- NEVER be closing
- Kick ass closing
- The perfect close
- Updated secrets of closing

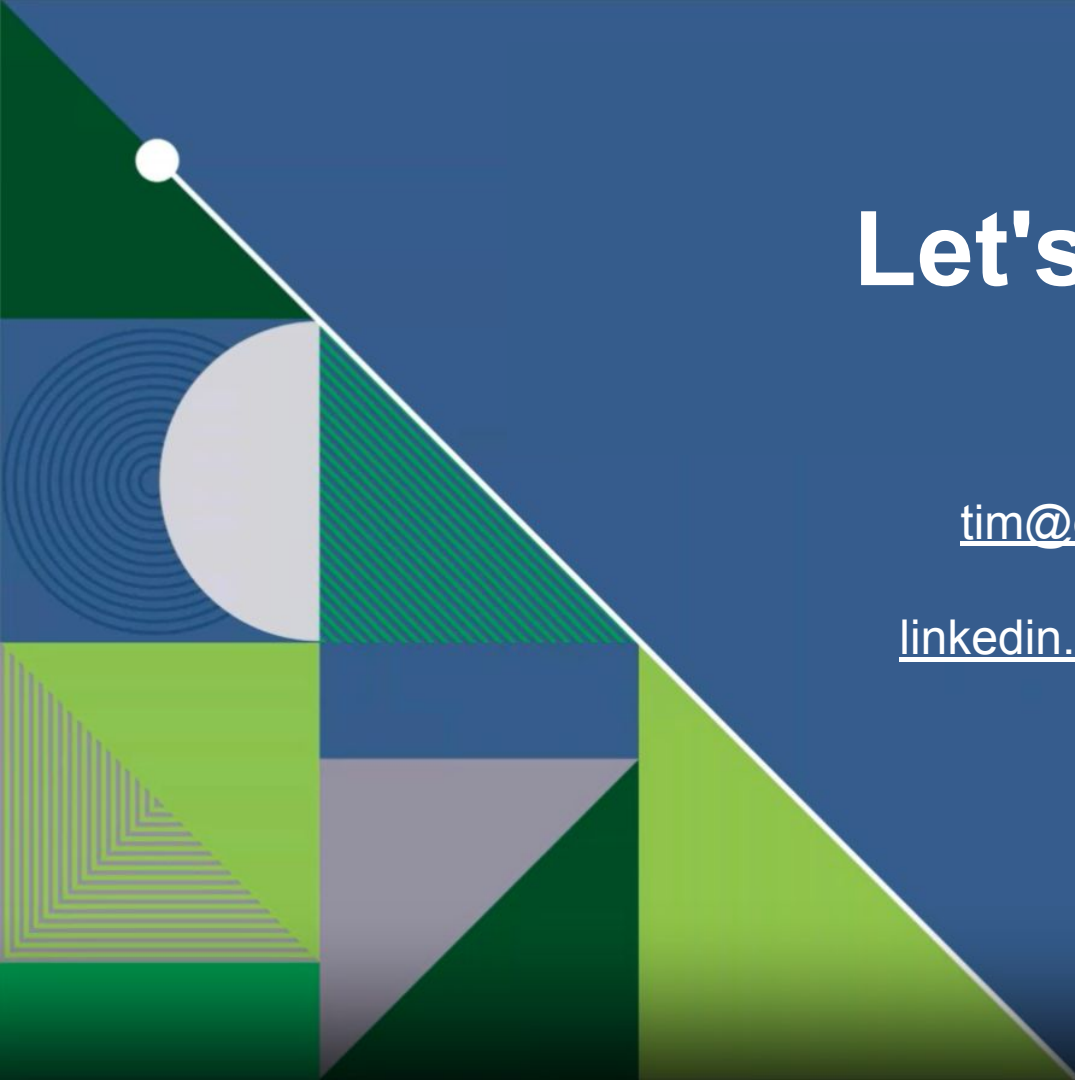


CONVICTIONS OF A CLOSER (NOT TECHNIQUES)

- IF I'VE DONE MY WORK it's ok to ask...do you want to move forward
- I don't have to have this one deal
- If my pipeline is full... I can ask tough questions
- If the answer is no/ a validable no get it and move on
- If I've had a meeting or a reasonable conversation, it's ok to leave or send a compelling message
- If we are more money... that's ok... some will, some won't... so what, NEXT! Don't hide from it
- I have the right and it only makes sense, to meet with the decision maker easily in the sales/recruiting process
- It is in their best interest to work with me

WHY PEOPLE BUY

- RULE - People buy to avoid or overcome pain. Present pain or future pain
- RULE - People make the decision to BUY EMOTIONALLY - **THEN** decide what to buy intellectually
- RULE - Slow down the process to SPEED up the sale
- RULE - You can always replace the money... you can never replace the time



Let's connect!

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