

Session 3 “Effortless Persuasion. Increase sales abilities”

1. What is a sale? “A sale is a financial exchange of a product or service for the satisfaction of the buyer and seller”
   1. Why do we buy a service or product?

1. Uncovering the client's needs and wants.
   1. People buy with feelings.
   2. Before you go to a table ask yourself….why am i doing here?
   3. Each customers is unique...treat them uniquely.
   4. Role Playing: Kathy did not say her name
      * + 1. Why are you here today?
          2. Have you been here today?
          3. Be Genuine when you ask how are you today?
          4. Would you like to start with an appetizer?
2. People buy with emotion, not with logic.
   1. When customer ask what would you recommend...ask them more specific questions like, do you have a preference in meats, do you like spicy food….

Offer them the drink menu? What appetizer can i start you with?

Assume the sale (appetizers),

Ask them if they would like us to sing happy birthday to them?

If I am a customer, how would I like to be treated?.

Make the customer feel special.

1. Use body language to communicate with certainty. (Role Playing)
   1. Body, Facial expressions, eye contact 65%
   2. Tone of voice 15%
   3. The words we use 7%
   4. Be sensitive, do not judge, do not take their actions personally.
2. Up sale- cross sale and new sales strategies (The avocado Story) What is your avocado?
   1. Use positive words when selling
3. Know Your Product! (Role Playing)
4. Removing subconscious patterns and beliefs that stop you from selling!