

**HOW TO GET YOUR
CLIENTS TO SAY**

YES AUTOMATICALLY?



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How to get your clients to say Yes **Automatically**

Such a cheezy line right?

Get your clients to say a 'YES' automatically.

Is it even possible?

It is the dream of every salesperson as soon as he talks about the product/ service and the answer should be a 'YES'.

Well, if you know a few strategies, it can be done easier than you think.

7 Strategies to get a 'Yes'

1.) Trial closing

This strategy can get you amazing results.

Every salesperson wants to get a 'Yes' for their product/ service immediately.

However, what we need to understand is people we interact with are in a different zone, they might not be interested in your offering.

Thus, before getting them to say a 'Yes' for your offering, you need to ensure getting them into a 'Yes' mode.

While interacting, ask some close-ended intelligent questions whose answer is going to be a 'Yes'.

For example, if you are selling an AC then you'd ask them questions like:

Don't you want an AC that adjusts the temperature on its own?

Don't you want an AC wherein your electricity bill is less?

The answers to such questions will of course be a YES.

Before the final 'Yes' to your offering, they have to tell you 'Yes' for other closed-ended questions at least 5 to 7 times

Once they get in that zone, getting a final 'Yes' is easier.

2.) Credibility

Credibility indeed speaks a lot.

Well established credibility yields a great result.

Some things to do to improve your credibility:

i.) Listen to the feedback of your customers

ii.) Deliver your promises on time

iii.) Include a lot of bonuses

iv.) Increase your visibility

v.) Ensure a very robust support system

vi.) Serve your customers in the best possible manner

3.) Content creation

This is the easiest way not just to get in front of people and create visibility.

This helps you genuinely help people & generate trust.

You would buy from a place you have heard of and a person you have heard of.

Supposedly, there are two restaurants next to each other.

One is familiar to you, the other one isn't

Which one would you opt to go to?

Obviously, the one which is familiar to you and happy with the service the last time.

The same goes with you, the more people are familiar with you, the more results you'll get.

4.) Overdeliver

Underpromise and overdeliver is a strategy in which product or service providers aim for superior customer service by doing more than they originally said they would do.

When you underpromise, you set yourself up for success. In any project, unforeseen obstacles and delays can arise at any time. A team member may get sick. The software can crash.

Thus under promising is a way of building these sorts of obstacles into the timeline. It allows you a safety net that can alleviate stress for you and your team.

When you overdeliver, both you and the client receive a feeling of elation.

The first thing is to at least fulfill the promises.

The majority of the people don't even do it.

Then overdeliver and win the hearts of people.

5.) Creating a No Brainer offer

Creating a No Brainer is supremely important

People should be stunned as to how is it possible and must immediately grab it

All you need to do is follow the RUVU strategy to create a No Brainer

i.) R - Risk free

Give a guarantee about your product or service. At least be confident about how it is going to help people.

ii.) U - Unique

Let it be unique

Even if the product is inspired from someone else, add a lot of bonuses and make it unique.

iii.) V - Valuable

People should realize its value and immediately go for it

iv.) U - Urgency

Spot based, time based, price based genuine scarcity is a must.

6.) Scarcity

Having a genuine scarcity is a must

Whatever you have to offer to people, irrespective of that, have a genuine scarcity

Offer some bonuses for certain hours, then take them out.

Give some special price just for few hours, then increase the pricing

The sole reason behind this is the initial reaction of people to everything is NO!!

They are not certain if they should do it or not.

They have been conditioned since their childhood to save money.

This has been fed to us and has become our thought process.

In order to make them to transit from NO to YES, you got to have an instant opportunity followed by an instant scarcity for them

They should be afraid of missing out.

Types of scarcity

A.) Price based scarcity

It's not uncommon to see a huge hike in sales during the sales period of e-commerce companies.

It is because people know after this period, they'll have to pay more.

Similarly, have a genuine price based scarcity for your offering.

After a certain period, ensure that you increase the price.

This will ensure that a lot of people will take action and become a part of your offering right then and there.

No one wants to pay a higher price later.

B.) Spot based scarcity

Anything in abundance is not valued.

People tend to ignore it.

However, when we genuinely limit our spots to a certain number, things work.

Fear of missing out provokes people to take action.

With spot based scarcity, your sales will increase.

C.) Time based scarcity

The human mind works in a way that it wants to do the task just a day before or on the day of the deadline

Thus you got to have time based scarcity for your offering

After a certain time period, people should not be able to avail that opportunity or lose out on some bonuses.

Fear of missing out will make people act immediately

7.) Bonuses

This is the magic formula.

Everyone loves bonuses.

FREE is a very valuable word in Marketing & Sales.

Include 7 bonuses that complement your product/ service and see the magic.

Follow all the above-mentioned strategies & get a 'Yes' much easily than ever before.

Questions for you

(Please maintain a diary and answer all the questions)

Q1.) What do you understand by trial closing? How will you implement the same for your work?

Q2.) Mention some ways to improve the credibility. How do you plan to do the same for yourself?

Q3.) What is the importance of content creation?

Q4.) What do you mean by a No Brainer?

Q5.) Explain the term RUVU strategy

Q6.) What do you mean by scarcity? Be as descriptive as possible.

Q7.) Explain Price based scarcity for your product/service.

Q8.) Explain Time based scarcity for your product/service.

Q9.) Explain Spot based scarcity for your product/service.

Q10.) Why are bonuses important? What bonus will you offer?

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