

SELLERS PROFITS

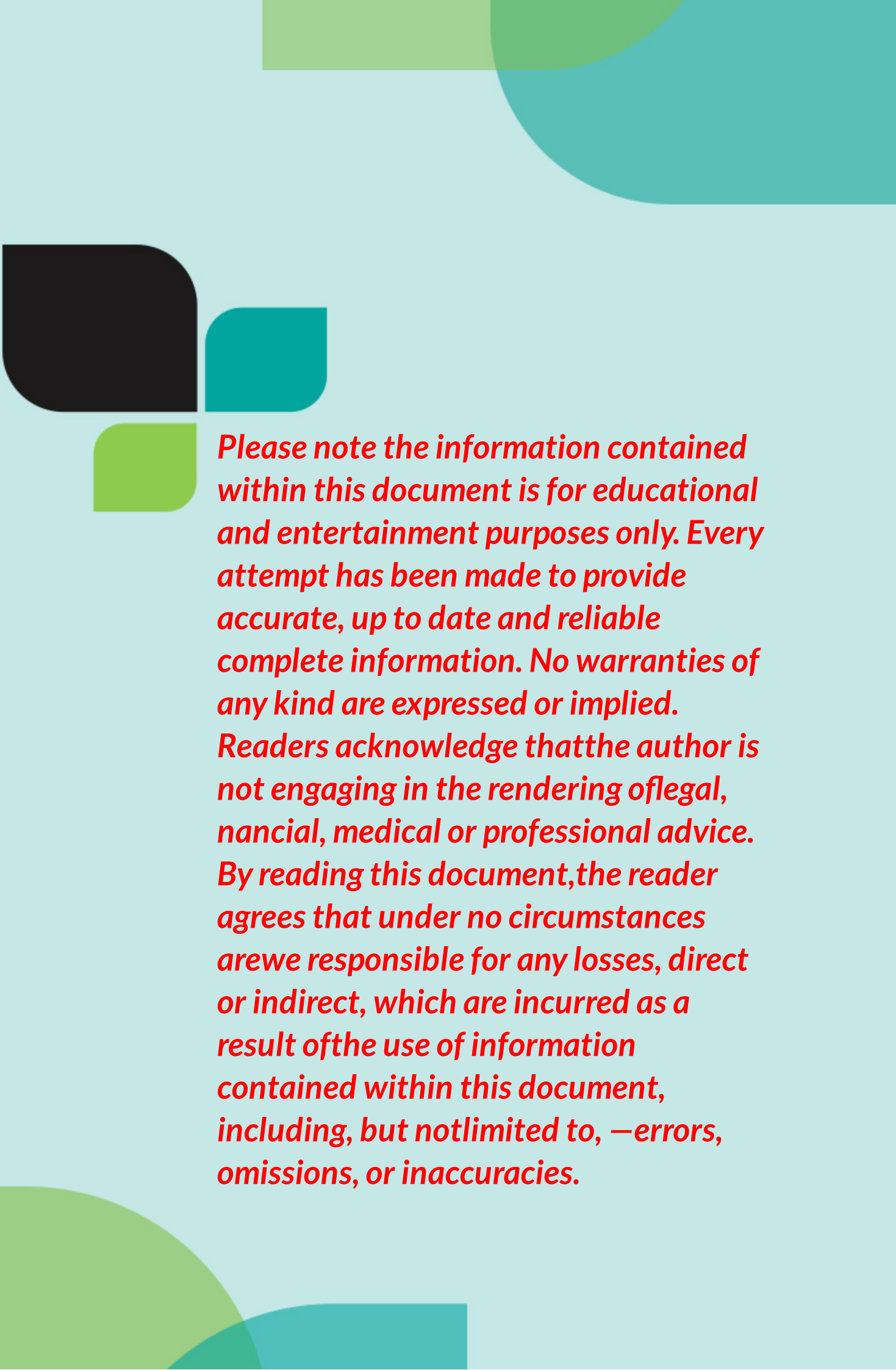
8 trust building strategies that will make your
customers stick around!



By Dr Sylvan Lightbourne

MASTER THE BASIC ART OF SELLERS PERSUASION





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People who are experts at persuasion tend to be seen as sleazy. However, every day, someone uses tactics of persuasion at one point or another.

Persuasion can be used as a way to get a raise, land a promotion, or gain extra vacation time. It is used in regular conversations, like when you have to persuade your kids to eat their broccoli before they get dessert.

Persuasion, for some, comes naturally, and for others, it is a skill that they need to develop so they can further their career. For example, entrepreneurs who need to engage in persuasion to succeed in their business have to be able to persuade on demand.

The most successful entrepreneurs should be seen as Master Persuaders. The key for any business owner to being able to gain customers and sell products or services is the power of persuasion





The success of your business is ultimately determined by the number of customers you can persuade to buy from you. By improving your ability to convince people to buy from you, you increase your odds of beating out the competition.

To have a successful business, you need to be able to sell your products, ideas, and yourself. You have to persuade customers to say yes to your products, services, and your price point. Before you can sell your products, you have to compromise with your potential customers on your offer.

If you want to give a compelling proposition, you have to prevent people from being able to tell you no. Knowing the ins and outs of persuasion can help you accomplish this task.





To get people to say yes, you first need to know what makes them say no. Accomplishing this isn't rocket science; however, it is neuroscience. Fortunately, you don't need to break out a textbook to understand and learn the information.

It helps if you think of the human brain as though it is operating as an electrical circuit. For you to get people to buy into your business, you have to spark the brain's circuitry into action. A majority of a buyer's decision to purchase is initiated by this spark, which in turn, creates a desire for a thing.

To get potential buyers to desire what you're selling, you have to use the power of persuasion.

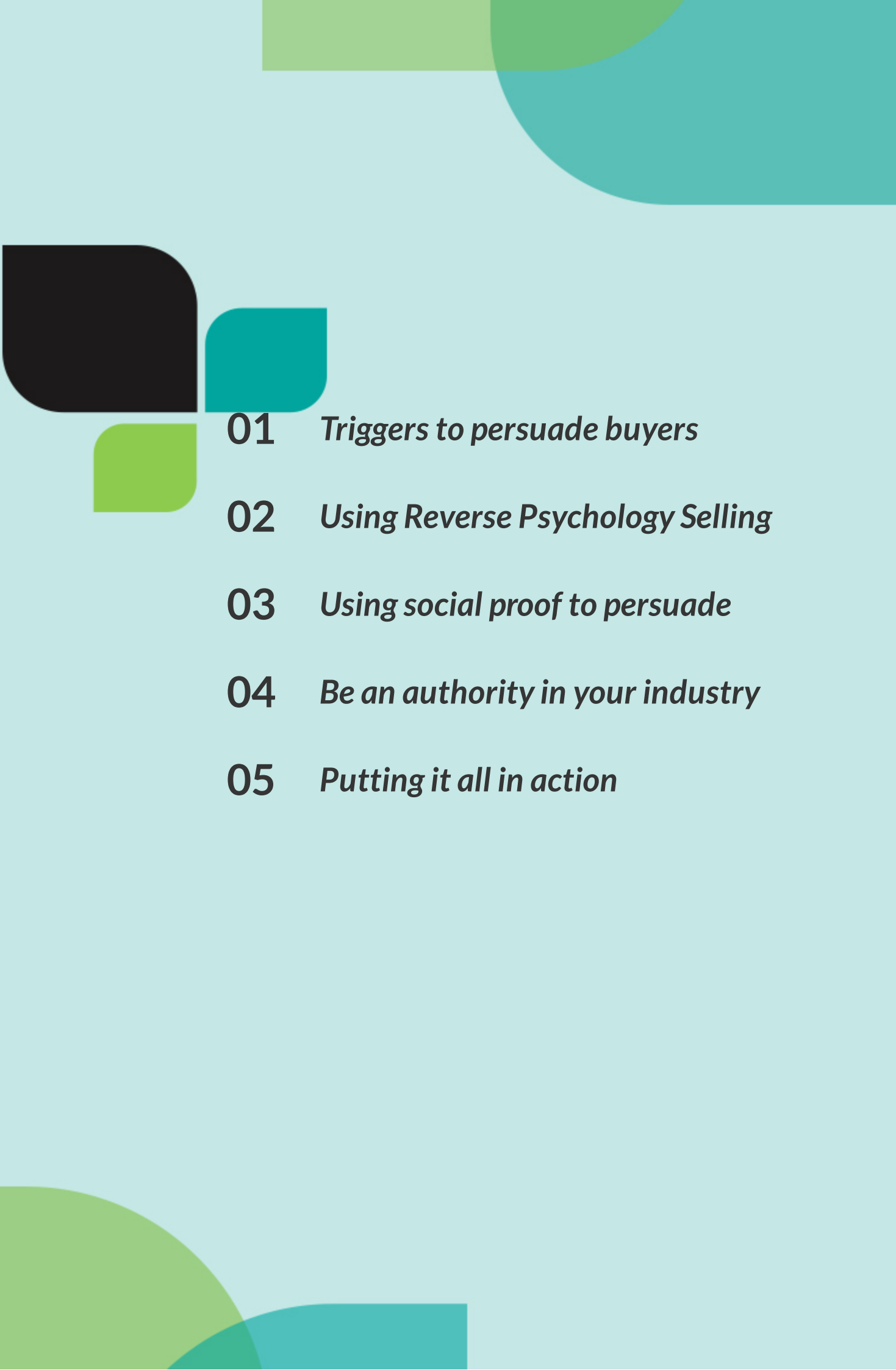


Activating the power of persuasion will work in every kind of business, whether online or offline, as well as helping you with your regular daily interactions.

Utilizing ethical persuasion techniques allows potential customers to feel happy after buying a product or service rather than experiencing buyer's remorse.

*When customers experience buyer's remorse, not only do you lose money, but you could also suffer a loss of loyal fans and receive bad reviews. **Start learning everything you need to take your sales to the next level and learn how to get customers to know, like, and trust you.***



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- 01** *Triggers to persuade buyers*
 - 02** *Using Reverse Psychology Selling*
 - 03** *Using social proof to persuade*
 - 04** *Be an authority in your industry*
 - 05** *Putting it all in action*

6 BASIC SALES TRIGGERS





Identify the Latest Buying Trends

When it comes to persuading people to buy what you're selling, there are six powerful sales triggers that you can use in your efforts.

Each of the following powerful sales triggers were developed based on extensive study of psychology and human behavior

Reciprocity

The first powerful sales trigger that you'll need to gain an understanding of is reciprocity. In business, reciprocity is the idea that if you provide consumers with something that they will feel obligated to give you something in return. This is why you may feel uncomfortable if you owe someone something.

This is also why most businesses will start the sales process off by offering you something to drink. In the right situations, this can be an extremely powerful tool. However, it is essential that you understand that it won't work on those who have an entitlement mentality.

Those who harbor an entitlement mentality naturally expect others to defer to their desires, making any hope of reciprocity a long shot. Unfortunately, when it comes to your potential customers, you won't be able to tell which ones might have an entitlement mindset.

This means that you will need to come up with something that costs you less than its perceived value because you will need to give it out to everyone from the start. By doing this, you will, at the very least, develop a reputation of generosity in your chosen niche, which can often end up being far more valuable in the long run.

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To understand the concept of reciprocity and why it can be so powerful for persuading customers to buy from you, consider the scenario where you and a friend go out to catch up and enjoy a nice dinner. When the bill arrives, you insist on paying, despite your friend's protests over the cost.

Soon after, your friend calls you up and invites you out to a similarly expensive meal, their treat. If they don't call and invite you out, odds are they may start to feel psychologically uneasy. This unease would continue to grow until they feel the need to return the favor. Often, this need to return a favor is nearly as strong in people who have just met as it is with those they've known for years, making the idea of reciprocity a potent sales tool.

Depending on your business, there are many ways that you can go about activating a reciprocity response in your potential customers. If you are selling a product that people try before they buy, consider throwing in something that is typically expensive when purchased as a single unit, but that is cheaper when purchased in bulk.



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Then, continue to lavish other small freebies on them throughout the sales process. If you are selling online, you can make a habit of creating quality content that provides value, without directly selling anything in return, or offer a free eBook that you've written or lead magnet products for your specific niche.

When dealing with customers online, you will need to remind them of what you have recently given them to ensure that the reciprocity response is triggered when you need it. For example, after providing a free eBook, at the end of the email include a note thanking them for reading your free book and urge them to click the link to share it with their friends if they enjoyed it.

Curiosity

Curiosity can be a powerful sales motivator because it creates the type of mental itch that potential customers are eager to scratch.





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Curiosity is a particularly powerful sales tool when it comes to online businesses. This starts with the ability to keep potential customers reading regardless if they are looking at a report, email, blog post, or sales letter. You can build curiosity through an email and inject more information when you feel the content itself could use a little boost.

Being able to build anticipation in the introduction is especially useful with reports, blog posts, and newsletters. You merely need to include a hint of what is going to be learned in the process and let their curiosity do the rest.

Another practical approach for using curiosity to persuade the masses is to start off by telling the first part of a compelling story before working the rest of it into the rest of your article. When you keep back parts of the story, it increases the reader's curiosity and increases the odds that they will at least read through the piece to find the rest of the story.

This is why it is vital to break the content up into several chunks; otherwise, the reader will assume that the story conclusion is at the bottom of the page and immediately skip to the end. Whetting the reader's appetite for what's coming is a useful tool that works well in any article, report, or sales letter.

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Another option you can use is to make potential customers more curious about the product or service you are selling directly.

For example, if you are selling a weight loss shake, you can include the following in your article, "You won't believe how the inches will literally melt away thanks to our patented formula."



Handling Objectives

Depending on what you're selling, there is a good chance that even as you are winding up to your pitch, your potential customers are already working out reasons why they shouldn't listen. It is your job to handle their objections, so you don't miss out on many sales.

One of the most common objections that you will hear is that the price of the product or service is too high, regardless of whether or not they can afford the current cost.

This can be easily countered in most cases by demonstrating the additional value that the product brings to the table compared to the cheaper products of your competition.

If you have a specific reason behind the cost, then explaining why the price is higher than the competition is a valid tactic for overcoming this objection. If you're dealing with luxury products, you will hear the excuse,

"I really can't afford it right now," or "I really shouldn't," or some other variation of the phrase. When this excuse is used, a potential customer isn't saying that the product is too expensive, but that they have reservations about spending the money here, rather than elsewhere.

To overcome this kind of objection, you want to add urgency to the sale, cementing the idea that if they don't buy now, they will never have another opportunity like it.

While knowing common objections and how to get around them is useful, it is even more helpful to sit down and take a look at what you are selling through the eye of the customer and brainstorm a list of every possible objection that might arise.

Credibility

There was a time in the distant past where every transaction a customer had with a salesperson wasn't thoroughly coated in a shield of distrust. Consumers, have become so used to being told partial truths and fabrications that in order for you to penetrate that shield of distrust you are going to have to do something to prove your credibility from the start.

This means that you will need to provide them with a strong reason to believe you over the competition. You need to give potential customers a valid reason why you are the most qualified person to sell them your product or service. This can be experienced in a given field, specific results from the product or service you are selling, an impressive degree, awards that you've received from well-known groups, or anything that will break down the wall of disbelief enough to let your other efforts start to work.

The Power of FEAR

When it comes to motivating people to do something without thinking through the consequences of their choice, there are few better options than fear. Playing on people's fears has been done for ages by everyone, including corporations, politicians, bosses, and even your parents.

They all use fear to generate the desired action because it is easy to find a fear that resonates with a large group of people. When done correctly, playing on people's concerns can be extremely useful. When it comes to using fear to increase business sales, the kind of fear that you should be aiming to tap into is known as the fear of missing out. This concept usually describes those who are continually looking at their phones for fear of missing out on something better that is going on somewhere without them.

With business, it applies to those who can't bear the thought of missing out on a good deal regardless of what the specifics surrounding the deal turn out to be. Depending on the product or service that you are selling, you may also find success when it comes to reminding people of their fears. One of the most obvious examples of this type of this is insurance company advertisements.

Insurance companies are great at showing the real cost of a catastrophic event before showing the viewer how great the insurance company can make things in the end. While this is an extreme example, a wide variety of products and services can play into this type of fear-based marketing in one way or another.

USING REVERSE PSYCHOLOGY TO PERSUADE



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As a business owner, you can take advantage of this fact by having a complete understanding that you will need to work harder to attract customers as they have continuously been inundated by toothless marketing practices their entire life. Specifically, you can put into play reverse psychology and tell people something that they don't expect to hear from businesses, the truth. This tends to catch them off guard and results in potential customers dropping their defenses.

Warn Them About The Competition

If you know that your potential customer is wavering between you and your competition, and you don't have anything left to seal the deal, you can mention how you are always a straight shooter, while your competition has been known to sweeten specific products that may have little-known deficiencies or mention how bait and switch tactics are typical with these kinds of products.



Consider What Set You Apart!

If you start the interaction with a potential customer by explaining how you are different from the competition, it will naturally inoculate your potential customer against common industry standards.

This can be especially useful if you have a clear demarcation point from your competition that is clearly understood even by those who are not familiar with your industry.



Offer Them Less

Choice is king these days. Customers who feel the need can customize virtually everything they buy online in ways that are perfect for them.

While there are a lot of customers that enjoy this power, there are others who don't want to do the research themselves or care enough about your product or service to wanting quality without giving too much thought to the specifics.

When talking with a potential client, you can casually mention that most other companies charge outrageous fees for this.

Even if they don't bite right away, they will be on the lookout for the charges when they are comparing prices, which is sure to make you look good by comparison.



Con't

For these customers, having too many choices can result in them freezing up with indecision and walking away empty-handed as a result.

While these customers still want to feel in control of the process, they don't want to have to make any tough decisions. For these kinds of customers, you want to be prepared to offer them a package that contains precisely three options.



This type of presentation shows that you, as the expert, have hand-picked the best of the best to provide the customer to pick from the choices you have already made for them.

If they are already planning on buying from you, it is unlikely this tactic is going to cause them to rethink their decision, and it will also help to cut down on the potential for buyer's remorse. For those customers who are on the fence, it shows that you are confident about your product and your business and you are willing to let it do the talking for you. This helps to increase customer confidence as well.



Give Them An Out

Most of the potential customers that you will interact with will start the sales process assuming that they are going to be subjected to a high-pressure sale.

By backing off of the high-pressure sales and ending your pitch with something along the lines of you know your product isn't for everyone, you will often find excellent results.



USING SOCIAL PROOF TO PERSUADE





Social proof, when used correctly, can be one of the most powerful tools of persuasion because it connects the persuasiveness of the given thought or behavior, directly to the way that others are perceived to respond to it. The brain will naturally lower the perceived risk of engaging in an activity because of the understanding that many people are participating in the idea or event.

This explains why Oprah's book club is so popular, with many of the books ending up on the bestsellers list and why cigarettes were able to withstand decades of open association with cancer before they saw a decline in usage rates. Social proof is also responsible for creating the kinds of social norms that have led to enforcing standards of behavior that are virtually impossible to break.

Social Proof & Sales

You can use this same concept to convey to your potential customers that buying from you isn't just safe or the smart thing to do, but it is what everyone else is doing as well. This can be especially useful with products that many people are naturally going to assume, have a higher associated risk.

The higher the perceived threat, the less likely a potential buyer is going to move in a positive direction on their own and the higher the chances that social proof will be able to send them over the edge in a positive way.

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To activate your own social proof campaign, all you need to do is reference your past customers more regularly through the use of phrases like, "my other clients tend to," "so many people," or name-dropping customer names that your current client is likely to know.

Another way you can use social proof to persuade potential customers is to provide a number of past success stories, in the form of testimonials. This kind of personal touch demonstrates that real people, like your potential customer, have taken the plunge and found success, which will make your potential customers more likely to do the same and buy from you. When you share how your customers can benefit from what you are selling, you will motivate even more potential customers to follow the trend.



Certifications

A certification is any credible, third-party entity that can certify that you are a trustworthy source. This can come from places like the Better Business Bureau, or your local Chamber of Commerce.



Lots of Other People

🔧 If you can't tap into the friends of potential customers, the next best thing is to bring a bunch of random customers together instead. The more significant the number of people you can bring together, the better.



Friends Of Potential Customers

The most influential peer group for a potential customer is always going to be their friends and family. This makes any social media data that you can find a great tool that has the potential to be put to good use.



Celebrities

In the past, the definition of a celebrity was relatively static. Today, however, interests are so specialized that every niche is going to have its own stars or social media influencers. Therefore, if you want to impress your potential customers, then you need to reach out to those that they will be influenced by.



Experts

As with celebrities, it is well worth your time and effort to reach out to experts in your chosen niche and offer them the opportunity to endorse your product or service.

Using Social Proof Successfully

In order to take advantage of the concept of social proof, you need to know how to use it properly to find success. The following are ways that you can utilize social proof to get customers to know, like, and trust you.



Celebrities

Online reviews are becoming more and more critical in converting prospects into paying customers.

In order to ensure that online reviews left by customers are positive, you need to ensure that your online presence is in tip-top shape and that your previous customers can easily leave reviews for the products and services they purchased.

You may also want to consider providing existing customers with incentives for leaving positive reviews about their experience. At the bare minimum, you need to have a profile on a variety of different social media platforms like Facebook, Twitter, and Instagram. You also need to ensure that you have a business page on Google if you have a physical location.

It is imperative that you follow up with all of your customers while their experience with your company is still fresh in their minds. Customers are more likely to respond positively to a request for a review if you strike while the iron is hot.

Most businesses fail to ask for a review giving you the perfect opportunity to take advantage of and create social proof. Once you start receiving a steady stream of positive reviews, it is crucial that you make sure potential customers have as many opportunities to see them as possible by posting each and every one to your social media accounts. This will not only keep you generating a steady stream of content, which will keep you in your customers' minds, but it also helps to reinforce the idea of your positive social proof.



Take More Photos

These days, photos are the currency of the Internet. By providing plenty of pictures of happy, real, individuals using your products or services you can significantly improve your social proof. When you can add photos to actual testimonials, you can get an even more significant boost.

So, you will want to either take photos of happy customers yourself, you ask your customers to send you pictures of themselves enjoying the product or service they purchased. Photos will help to visually reinforce the trustworthiness of the review and increase the odds that it will go viral.



Many customers don't want to have to think through a complicated metric of potential decisions. Instead, they want someone they trust to tell them what they should do.

Logos

Logos can be thought of like the reasoning behind the conclusions that a potential client will draw as a way of making it seem obvious that they should listen to whatever it is you are saying about the products you're selling. The trust that you establish by being an authority in the industry is especially crucial for logos as it lends additional credibility to the things you say.

Pathos

Pathos can be thought of as the result of logos and is your primary goal. It is seen as the ability to sway the emotions that come with a compelling argument. Changing a potential customer's pathos is easier once you have built up a relationship that is built on the trust that is gained from you being seen as an authority or expert on the topic in question.



BE AN AUTHORITY IN YOUR INDUSTRY



Understanding Authority

Building your authority in a specific niche will be necessary for both your short and long-term results. This is often easier said than done.

Becoming an authority in a particular industry is like having the right of way while driving, it isn't something that you can take, it is only something that others can give to you.

Becoming an authority in a particular industry is a result of a mix of creating the right type of content, building the right social media image, and having great SEO.

The word expert and the word authority are often used interchangeably in many situations. However, when it comes to sales, being an authority on the subject is everything, while being an expert is worse than merely getting second place.

In sales, an expert is someone who knows a lot about a particular niche, while an authority is the person that all the experts agree is the first place to go for information.

Influences on a subject aren't authorities because they say they are, they are authorities because when they make a declaration in regard to their niche of choice, everyone listens.



Benefits Of Being An Authority

The benefits of being an authority in your industry are the same as being an authority in any other situation when you speak, others listen. This is because those who know you are an authority are going to assume you know what you are talking about for a given situation.

This can directly translate into higher sales when given an extra push. If you can reach the status of an authority in your niche, then you will be able to begin to set the tone for the niche as a whole, as well as with fans that will automatically agree with what you say.



Grow Your Reach

While it should be easy for your current customers to think of you as a credible source, if you want to become an authority figure in your industry, you're going to need to branch out.

Your goal is to spread throughout the niche as thoroughly as possible to the point that whenever someone is interested in the niche, they can't help but see your name.

This means that you are going to have to spend time on forums talking about the industry and answering questions that other people might have. This also means that you will need to join social media groups for sellers and bloggers in your particular niche so that you can get to know your competition. This will allow you to get an inside look at their strengths and weaknesses, but you will also be able to land a guest spot on someone else's blog.

Once you have access to your competitor's customers, you need to do your best to take full advantage of the situation. First, make sure that the content that you create is high-quality, that people will be interested in reading. At the end of the post, offer those who are interested in learning more a way to follow up on your own site.

Finally, seal the deal by providing a coupon code in the post that is good for a discount on your own products. This will lead people to your site who believe you to be an authority and additional conversations will follow.



Trust Is Crucial

Trustworthiness is the key to building your authority in your industry. Not just sometimes, or when it's convenient for you, but each time, no matter what. Taking the time to earn the trust of every potential customer you come into contact with is crucial.

This is not a short process, but the results are going to be well worth your time. However, once you have the trust of your customers, treat that trust as sacrosanct.



PUT IT ALL IN ACTION



Understanding the different techniques and tactics used to persuade the masses will do you no good unless you put it all into action. When it comes to reaching potential customers and getting them to like and trust you, you have to know how to utilize the different psychological triggers and play off of human behavior.

Mass Persuasion

Through Video Whether you love or hate being in front of the camera, there is no denying that using video-based persuasion to get the attention of customers works much better than relying on text-based or audiobased mediums alone. Videos are an asset to your business and your brand. They allow potential customers to get to know and trust you in five minutes or less.

There are also more ways you can inject persuasion into your message than with other forms of media. Videos can create an emotional connection, in the same way as face-to-face interactions. However, unlike face-to-face interactions, videos can reach thousands of people at once. Videos that are made for your business capitalize on the connection that they can create between you and your customers.



**THINK LIKE
YOUR CUSTOMER**

Creating a good video will get you fans that will quickly turn into buyers, that will eventually turn into regular customers.

Persuasion Through Social Media

It's easy for anyone to become a star these days and have thousands or even millions of people know who they are, thanks to the rise of social media during the Information Age. This easy accessibility for becoming famous is great for entrepreneurs who can use their fame to sell their products and services. Learning how to leverage social media is one of the most effective tactics you can use to grow your business.

With social media, not only can you reach a broad audience, but you can also gain loyal followers who will be eager to read and share everything that you post to your social media accounts. You can create an instant frenzy with the help of the mass persuasion techniques discussed earlier that will keep people buzzing about your message, your products, and your services.

By creating a portfolio that consists of a series of pre-created posts, that utilize the previous techniques and tactics, that you can schedule on certain days will allow the magic of social media spread the word about your business. You'll see how you will begin to get more likes, more shares, and more comments with each post that you publish.

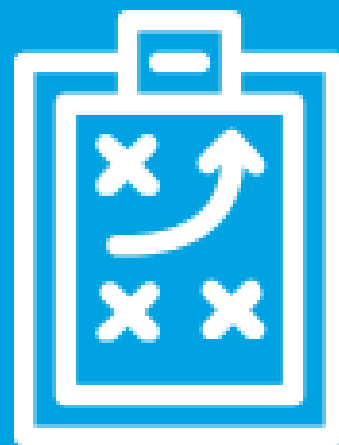
People will start to gradually get to know you, like you, and trust you which will make them even more likely to become customers. When you establish a strong portfolio, you'll have an extensive collection of great posts that you can circulate on your multiple social media pages.

It is essential to keep the posts in your portfolio fresh.

Persuasion Through Email

Email is a medium that easily connects anyone located anywhere in the world, and practically everyone has at least one email address. If you want to run a successful and profitable business, then you have to use the limitless reach of email to gain more customers. This is because you can turn an unusually large number of subscribers into customers. When it comes to using email to persuade customers, there are two traps you need to avoid. The first trap is not selling anything. If you don't mention your products or services in the email that you send to your subscribers, you will find yourself falling into this trap. The second trap that you can fall into is that you only sell, sell, sell.

Falling into this trap happens when you treat every subject in an email as a headline and treat every body of an email as a sales pitch. This trap includes sending subscribers cold pitches that don't contain personal stories or charming anecdotes. When you fall into either one of these traps, you won't be able to grow your business because you won't be able to persuade your subscribers to become regular customers. Instead, you will turn them from your company and possibly receive lousy word-of-mouth reviews for your tactics.



**THINK
RESULTS**

Being successful at sending out emails requires you to include a healthy balance of business-related information and personal information. You want to inform your subscribers of the new products and services that you are offering while letting them know that you are human. When you send subscribers automated emails that are heavily pushing a sales pitch, will get them sent straight to the trash and could even have you end up on their block list.

If you want people to open your emails and actually read through them, you need to develop a persuasive story that makes it worth their time to open and read them. You want the story to be either intriguing, entertaining, inspiring, or all three. It is important to remember that your emails have to tie in with the overall purpose and message of your email. You have to connect the story that you are talking about with the products and services that you are offering. Including a story in the email allows your subscribers to feel connected to you as a real and trustworthy person before they get to read about the offer.



**THINK
CREATIVE**

CONCLUSION

You now have a handful of tools and techniques that you can use to achieve your goal of getting customers to know, like, and trust you. While many of these techniques can be quickly put to use in your own business, many of the strategies will require you to practice them in order to use them correctly. It is essential to approach each plan with the idea that you will need to improve them as you would any other skill. Remember, your competition is always looking for new and improved ways to attract customers and increase their sales. This makes it extremely important for you to dedicate the time to do the same so that you can stay ahead of the competition. As long as you take the time and avoid having unrealistic expectations for yourself, you will find the success you desire.



THANK YOU

We Welcome Your Feedback

Contact @drsylvan.com

