

Sell without the Sleeze **FREEBIE**

How to get sales without being SALESY.



Hi! We're ***The Professional Connection***.

We are a team of experts who simply want to help our network of professionals learn and grow. So, [we've created a community](#) just for you! Every week, we show up to build relationships and to encourage you to take a few simple steps to grow your business. We get so many people asking about how to get more leads and grow their online presence that we created a course (info below) to help out!

- I'm [Jeric](#) (call me Jay) and I will give you a few simple habits to get the most out of your professional networking experience!
- [Trent](#) is our leadership expert. He will give you all the strategies you need to get results through your team!
- [Carlos](#) is our sales expert. He will help you get deals done!
- [Marc](#) is our marketing expert. He's going to tell you everything you need to know about getting your name out there and getting leads.

Thank you for giving us this opportunity.

What You're Getting

Sales is not an easy game. We will share some best practices with you to make it a more comfortable process for you.

This freebie is based on our belief that human connection can solve most of your problems in business. This is why our network is called **The Professional Connection!**

If you want a TON of support on your journey to attract new leads to your business, you should register for our course at [this link](#).

Listen, we're going to give you our framework, but it's up to you to put the work into your business. We can't do the work for you. But if you're ready to put in the work, we're happy to support you on your journey.

These are our favorite modules from our social media growth course ([LINK](#)).

- **Define:** Define a starving target market that has a pain you want to solve
- **Attract:** Get the right people landing on your page
- **Convert:** Convert followers into leads that give you their money.

And we'll also add...

- **Weekly group calls with our network**
- **Facebook group support**

There are a few things we recommend....

1. **Schedule time out each week** to work ON your business. Go ahead- write it into your calendar!
2. **DM every new follower** you get. Just thank them for the follow and show them you care.
3. **Celebrate the little victories** along the way. If you are in our course, we will prompt you to share your victory, but if you're not in the course, please create a post in our [Facebook group](#) and share your successes, big or small.
4. **Earn the right.** As somebody in our community that we respect, we urge you to never send links, marketing photos, or pitches to a prospect without earning that right. We hold ourselves to a higher level, and we create connection before all else.
- 5.

Now here's what you came for below!

Sell without being Slezzy

Creating Connections

I'll be honest, I've probably come across as a sleazy salesman in the past. The truth is, sales really is tough, and if you're working on your sales strategy still, it can be noticeable. As our sales expert, Carlos, explains, "never practice on your customer." Practice with somebody you know and trust.

Over time, I found that the best people in sales are really just professional friends. Here's how you can make friends in business and turn them into clients when they're ready.

- **Play the long game.**
 - What's the time of a usual sales process in your business? Slow that down.
 - Get to know the person on the other side of the phone, table, or whatever they're on the other side of from you. Lol.
 - Compliment them or find a common connection.
 - Their shoes, their hometown, their family, etc.
 - Let them know you share a thing in common, and then get interested in the details. Let them do the talking.
- **Don't advise. Prescribe.**
 - Many people in sales are too quick to offer their "amazing" solution. Don't be so fast.
 - Before you show them your product, make sure it is exactly what they're looking for. Make sure THEY trust that your product can solve their problem.
 - We called this process "peeling back the onion." Basically, we ask questions so that come time to show you the product, we are confident that it is a good solution for you.
 - Here are a couple basic questions to get you started with peeling back the onion...
 - "Why are you looking into this?"
 - "How has your search been so far?"
 - "Are there any questions you want to ask up front?"
 - There will be more precise questions regarding your solution that you'll want to ask. Note those down and be sure to ask the important ones EVERY TIME.
- **Shut your mouth.**
 - When it's time, briefly explain your offer, and then stop talking.
 - First one to talk loses.
 - Too many people explain the offer and then go into "justify" mode where they try to justify the price. This is uncomfortable and shows the customer that you don't believe in the solution.

Feeling stuck? Create a post in our [Facebook group](#) and somebody will help you out.

Sharing your wins is VITAL. Big or small, share your weekly win on our [Facebook group](#).

Hey Champion!

Did you get some value out of this freebie?

I sure hope so because the team and I at **The Professional Connection** are obsessed with delivering a TON of value for our friends in business!

- **Register for our events**
 - Register for our Zoom networking and education events:
www.jericsorrell.com/connection
- **Check out our 6-week course** where we dive deep into monetizing your social media following!
 - Get updates on when our next course begins: [LINK](#)
- **Join our Facebook army!**
 - [Link](#) to our Facebook group!
- **Set up a chat with Jay!** U.S. residents only.
 - **Let's Chat:** www.jericsorrell.com/thecoach