

How to Overcome the Fear of Selling (for Non-Sales People)
Company of One Podcast / Episode 120

It is great to be back with you. If you've been here before you know what we talk about here. If you've not I'll just tell you real quick. I'm Dale Callahan. I'm a university professor that focuses on technology and entrepreneurship. A lot of the people out there I deal with, they are technology experts and dealing with technical issues, not everybody, but they are looking to grow their career, grow their income.

There's two ways you grow your income. Number one, you provide more service to the customers that you already have, and by that I mean your employers, the people who pay you already. How do you provide more service and get increases in income. Then you find new customers is another way. By that probably for most of us that means starting our own business, doing some consulting, doing some side things.

If you can really marry the two of those you can get some awesome, awesome security. Think about it, if you have a daytime job, even if you're making awesome, awesome money, you have all of your eggs in one basket. I don't care what happens, I don't care how much your boss loves you, I don't care how much you make.

I don't care how much of value you're bringing to the company, somebody today, while you're listening to this, whether you are running or driving or exercising or just listening to this at home which would be unusual for most people listening to podcasts, but if you are doing that somebody may be making the decision that they don't need you anymore, for all kinds of reasons.

They may love you, but their budget's running short. They may be deciding to sell off that division of the company. They may just be doing something stupid. They may be making a stupid financial decision by letting you go. That may be true and it may hurt them, but it's going to hurt you more.

It's really up to you and I to take care of our own personal financial planning. I don't mean, "Hey, how do you invest?" but keeping the flow of money coming in. To me that's ultimate financial planning. You are 100% responsible for your company of one. You've got to make it happen. You've got to deliver the values and services to the market and you've got to keep delivering them in the sense that you've got to have enough customers to pay you.

If your one customer goes out of business or decides they don't need you anymore you suddenly go from 100% income to 0% overnight. No business in their right mind would make that decision. No business in their right mind would have all of their business tied to one customer. I've seen some businesses do that, especially the federal government is their whole customer and then suddenly they are out of business overnight. Those things happen, just like you could lose your job.

One of the most awesome things that you can do is you can generate 25% of your income off of a side business. I'm not talking about going out and quitting your job.

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I'm talking about if 25% of your income came from a side business that you did on the weekends at night time, you're selling things on eBay, I don't care what you do, it doesn't matter, but that gives you so much leverage. I'll put a link in the show notes to the podcast that talks about how do you do that and why that is so important.

This podcast, this is episode number 120. This is Company of One. If you want to check out this, we're at iTunes at Company of One, there's a link in the show notes. All these show notes, everything today will be at DaleCallahan.com/120. Everything will be there, the notes will be there. It is that Black Friday Cyber Monday time and you may be listening to this well after that. I'm going to keep this going. I think I'm going to keep it going till Christmas, but we're going to call it Cyber.

What I'm going to do is I have two courses out there, one is called Networking for Introverts. One of the most powerful things that you can do is develop and increase your personal network. If you're like me and you're that introvert, I despise to this day, I despise networking. I don't like it. I hate going to functions. Maybe I shouldn't say that. I like networking, but I don't like what we consider "networking." I don't like the game.

I like to network on my own monthly where I get to the key people and I network strategically. That's what I should probably call it, but we call it Networking for Introverts because let's face it, most of us who are introverts, we're just not going to go around slapping hands and hanging out with large groups of people. That's just not comfortable for us.

Networking for Introverts, I'm putting it on sale for 25% off. It's normally 47 dollars. That's going to be somewhere around 35 dollars. 25% off. It's a downloadable, it's a DVD. I can guarantee you, this course, if you're looking for a new job this course will open the doors. It's not about finding a job necessarily, but that's part of it. It's also if you're looking for business ideas.

Every time that we're talking about finding a new job or finding a new business idea two things that we start on are network and network. That's it. Because you just got to find and talk to people. If you're starting a business, even that 25% business, you need to find customers. You need to find what they want, what they will pay for. If you're trying to find a new job you need to find new customers, you need to find what they'll pay for. It's the same thing. It's all about networking and who you know.

Even if you don't or if you're not looking for a new job increasing your network will really and truly add value to your company that you're serving now. Truly because they need you to go out there and connect for all kinds of reasons. I won't get into those. That's 25% off the Networking for Introverts.

This is bigger, this one's even bigger. For those of you wanting to start your own business I'm offering the Build Your Own Business course at 25% off. The course is

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normally 497 dollars. That's 120-130 dollars off. I don't normally ever put this course on discount, but I'm doing it over the Christmas season because in the Christmas season I know many of us are looking for weird gifts to give those people that we want to help them move to the next level. We want to help them to have these desires in their heart.

This course will walk you step by step, not a bunch of theory. No, I teach it at the university, but when we teach we teach let's go make money roll in the door. Quickly. Let's not go build long business plans and do all this stuff that's going to take six-nine months. Let's get really, really quick. This course takes you step by step very quickly through the steps.

I know, I've taken people through this and they've started businesses and they have quit their jobs. Some of them have just got extra money coming in. Some of them have got teams of people working for them. They've grown these awesome companies.

Both of these are on sale at 25% off. Building Your Own Business and Networking for Introverts. They will be in the show notes at DaleCallahan.com/120. If you're on my email list you'll get that in the email. Just use the code cyber. If you don't know how to spell cyber C-Y-B-E-R. Most of you are tech people, so that's probably comfortable, but some of you are like, "Cyber? How do you spell that? Is that an S?" We probably all know that these days, but we're always getting cyber attacked. This is a cyber that will come to your favor.

That's enough about that. Let me jump in now to the issue. If you are building your own business, and by the way if you can't pick up on that, I recommend it for sanity reasons, but one of the things when I work with new business owners and it's other people too, but it's normally new business owners, one of the biggest issues is I am afraid of selling.

It comes out in all kinds of ways. Sometimes they will be the most outgoing extroverted people and they will just come to me and ... Because I push people pretty hard. I'm like, "Get out there, move product," because this is what happens when new companies start. We get really busy doing all the backend stuff, building websites, getting cards printed, getting logos done, maybe even filling out some stupid paperwork for the government. We do all this stuff and we call ourselves going into business.

Going into business means selling product. Period. If you're not selling product and making revenue move you're in a hobby mode. Or you're in a research mode, I'll give you that, because you haven't defined the businesses well, but you've got to start making money flow if you want to call yourself a business.

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I will push these people and they will come back to me and so often they'll like, "I just don't know how to sell myself," or, "I feel awkward selling. I feel like a used car salesman. I'm just not confident enough to sell. I love talking to people, I love ..."
Some people are even salespeople for the company that they work for, but they're afraid to sell their own product. It's putting yourself out there.

This fear is very, very normal. If you're finding that you are afraid of selling, first of all when I go search Google for fear of selling or how do I get past my fear of selling there's 12 million articles out there on this. There's a lot of information. I wouldn't suggest to go reading them all because obviously there's going to be a lot of repetitive stuff.

I'm going to say some things, maybe a little bit different than many of them, but I think there are some common sense principles here, that still you're going to find hit in so many ways. Sorry, my phone is going off. Every time I do this I think I'm turning everything off on my phone, but my phone seems to have a life of its own. Yours probably does too. You're sitting in some meeting and everything's quiet and then you find yourself embarrassed. Fortunately when I go to church I do remember to turn it off.

Let's talk through, how do you overcome the fear of selling? Let's first, before you think, "Here's Dale. You're doing this and you're talking about this, but you're some grade A salesperson or something." Selling is the last thing I ever thought I would ever do. As a matter of fact I wouldn't even call myself a salesperson now.

Yet I've moved millions of dollars of stuff, but I don't think of myself as a salesperson. I really and truly don't. I'm an introvert. I hate the idea of selling. The pushiness, I hate dealing with salespeople. If you send me to a used car lot or a car lot and that guy comes out there and starts talking to me I'm probably about to become obnoxious because I will tell them things that I'm sure that they've heard 100 times before and I'll feel like I'm the only guy that tells them that, but it makes me mad. I cannot stand their pushiness. That statement of, "What do we have to do to get you to drive away with a car today or to do a deal today." I hate that.

The fear I have is I don't want to be that jerk. I don't want to be that person that when somebody sees me coming they want to run because I'm pushing something down their throat. I especially find this with a lot of friends who are network marketing.

You are the people I'm talking about, essential oils is probably the latest one. That they come to you and you know that you're going to get a sales pitch any instant. You're afraid to say, "I have a sinus headache." You're afraid to say, "There's any illness in the house or there's any struggling you," because you know essential oils is about to be the answer. If you sell essential oils I'm not dogging you. That's how you're viewed though. That is how you are probably viewed.

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Yet I know some people who sell essential oils, it's a very different thing. You're not afraid of them. They don't try to sell you in that pushy manner. They're not the solution to everything. They know how to do it and do it right. People appreciate that.

Let me tell you something, all of us, you and I both, we like to be sold to. That sounds a little weird, but I think you know what I mean. We like to be sold to. We enjoy when somebody is offering something to us that we want and we need and we know we need it and they are solving a problem. We enjoy it. We expect it. We want it. We have desire for it.

Think about it. If your house, the roof is leaking on your house, you could get in the phone book and start dialing stuff, but you would almost love for a person to come by and say, "Hey, I saw your roof is leaking. I can fix that for you." He's selling you. He's trying to solve you that problem. He's trying to solve that problem of yours.

That is selling, when they recognize that you are a real customer. Let's talk a little bit about what some common sense principles are. I've already talked about some of them, I hope you see that, but I want to get you and I internalized on this.

The first that you need to do to think about selling your products is number one, believe in what you're selling. I remember seeing this many times said in many different ways by people like Zig Zigler and these kind of guys and selling. I tried to convince myself I believed in things.

It didn't work. Just to tell you. I'm not very good at winning myself over. By the way, I bet you're not either because the worst person to sell to is yourself. You first have to sell yourself that you're really adding value. You've got to be honest. Do you think what you're selling will help people? That's a simple question. Do you think you can help people?

Part of you is going to, if you're like me part of you has doubt in that very, very thing. Let me give you a case in point. I run an executive graduate program at a university. I bring in technical people. They're looking for graduate degrees in engineering that helps them move up in leadership, start companies, do all this stuff. It's a 30,000 dollar program. In the scope of things it's probably cheap, but ...

When I talk to people about this there's many times I have doubt. I'm like, "What are we doing here?" I really do. If you've been through that program, if you're one of the faculty in the program and you're listening to this you understand. We have doubt. Are we helping people?

What really cements it for me is when I go to past customers. Did we help you? Tell me, give me the good and the bad and the ugly? What did we do? What did we not

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do? What helped you, what didn't? That is amazing. When I talk to people and they're like, "This changed my life." We do. I talk to those people very often which is a blessing. That's awesome.

They'll say things like, "This changed my life," or, "This really increased my income," or, "I've got a different perspective on my job now," or, "I've gotten promoted two times since I did this," or, "I've got pay raises," or, "I just really learned a lot," or, "I was able to take what I learned and actually apply it at work and I really got some bigatta boys about it."

I'm looking for people to tell me that it was worth it. Does that make sense? Because my words, you may be more confident than I am, but my words to me are meaningless. I discount them. Do you do that? Do you discount your own thoughts and your own abilities?

Statistics show you probably do. Even if you're saying, "No, I don't do that," you're probably lying. We all beat ourselves up all the time. As a matter of fact one of Zig Zigglers big things he had, Zig Zigglers was a sales coach, is he had a self talk, or it's something you talk to yourself every morning and every evening and remind yourself that you're awesome and he has it.

I've put them in the show notes before, I'll put those Zig Zigglers things back in the show notes again just as a ... It's cool. There are things like, "I am an excellent salesman and I provide value to people." What it is is programming yourself to think that way. For me, I don't trust my internal marketing. I've got to hear it from customers.

If you're just starting and you haven't sold a product yet and you need to believe in it just get some initial sales and be really tight with those customers, listen to them, close in on them. Get their feedback, but don't go asking them, "What was wrong with my product?" because that's a different question. Ask them what was right about it. How did this help you? That's really, really critical. How did this help you?

I used to make that mistake by the way. I would go out and say, "What did you think about our product?" and when I said something like that people thought I was asking for constructive criticism. "Dale, I think what you guys should do is this, this and this."

It was good, that was great to hear, but I needed some positive reinforcement too. I still ask those questions, what did we do wrong? What should we do better, but how did it help you? What change has made in your life because you used this product. You've got to get that. You really and truly have got to believe.

If you can't get past that part you might be selling the wrong thing. I mean that in all sincerity. You might be selling the wrong thing. If some of you who sell for a

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company, maybe you're selling some thing like essential oils or something and you're not totally bought into it, you want to be bought into it because it looks like a great business, it looks like a great way to make money, but you're not there and maybe even your job.

If your job is to sell something that you do not believe in quit selling it. You're just a liar. Does that sound harsh? You're just a liar. If you don't even believe in it you're lying. I'm not talking about doubt. I'm not talking about insecurity. I'm not talking about the fact if you just absolutely don't believe in it you're lying to yourself and therefore you're going to lie to them.

You've got to get to where you believe in it. The best way to do that is trust customers. If you work for a larger company, or let's say you're at a essential oils or you're doing something like selling Amway, I don't know, it doesn't matter, and they're giving you the sales pitch and the marketing team there is telling you, "Here's what our customers say," don't believe it.

There's two reasons not to believe it. Some of that's just smoke and mirrors, or another way of saying lies. You need to not just hear it from them. You need to hear it from other people. You need to know it's real. You've got to believe. That's really the first thing.

You're going to have to do this over time and get better at it. If you've never sold a product before and maybe you're selling something that's new, when they bough that product from somebody else, how did it help them? Because if I'm selling exercise equipment and somebody bought exercise equipment that's very much like mine before the experience that they got from buying that from somebody else is probably going to be like the experience they'd have from buying from me. Maybe I can be better at customer service, but the equipment is going to be similar. You see what I mean? It doesn't mean you had to sell it. First of all you've got to believe in what you're selling.

Second part, you must become aware of what makes a customer. This is probably where the used car salesman comes through loud and clear. Everyone is not your customer. Even if they need it. Listen to that really closely. Everyone is not your customer, even if they need your product.

You think about, you're driving down the road. Let's say you own an auto body shop for automobiles and you're driving down the road, you stop at a red light. You look over there and there's this guy and his beat up car who's got bondo on it. He clearly needs your services. He's not your customer. Probably.

I don't know that, but what we tend to do that is say, "That person could need our customer," or if you own a gym and you walk around and you see somebody that's clearly overweight and out of shape and you say, "She's a great customer. Let's go

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grab her because she would be an awesome customer. We could really truly help her to feel better, to lose some weight, to have more energy.” That’s probably all true, but that doesn’t mean they’re your customer.

What we tend to do is we think people are our customer. Everybody who walks into a car lot probably is not really looking for a car. We went looking for furniture the other day and we were really looking for furniture because basically we’ve given everything away in our house.

We suddenly are looking for furniture which is not something I enjoy doing. We get into the store. I must say, the salesman there was awesome, that he was patient. Usually when I see a salesman I just want to walk away, but he did it. He did a great job. I will give him lots of kudos because he listened, he tried to point us in directions and he would give us some honest scope about some things.

He just looks at me then and says, “What would it take for you guys to take this now? That we can do business today?” I’m like, “We’re not.” He starts talking money. “We can finance it.” “You don’t get it, that’s not my issue. I’m just not walking in here and buying furniture, period. That’s just not ...”

He talked to us in such a way, like he understood it and he almost brought us there, but he was walking with the assumption just because I walked into a furniture store meant I was a customer. Maybe it almost worked for him, but it didn’t.

Other people might walk into that furniture store and they might be a customer, but he told me something right at the very end before I left. He said, I’m standing there talking to the guy and he says, “When you walked in I could just tell you guys, just the way you were carrying yourself you weren’t buying today.”

He wasn’t just giving me a smoke job. I think he was being sincere, because he knew we were already leaving. He says, “You learn to read body language on these things. You guys just looked like you were looking, figure things out, what do you want, but I didn’t figure you were going to be buying today.”

I thought that was such an interesting thing that he said because he had already summed up that he has started to learn, probably through experience, who’s a customer and who’s not. He was obligated to work for us because we were in the store, but you have to understand what your customer looks like.

We call this a lot times a customer avatar. I’m not going to dive down to this, but you develop an awareness of what makes a customer. Let’s go back to the gym membership. You see the gal that’s overweight and she’s like, “She’s awesome, she needs our services.”

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Then you see some other gal over here and she's really fit and she looks like she's booming with energy, she acts like Tigger. She clearly has a gym membership and she clearly exercises and she clearly stays fit and she watches what she eat and she's doing all these things. You observe her for a few minutes, she's not your customer is what you're thinking, but in reality she probably is your customer.

Even though the first person who's overweight needed you more that person probably is going to buy from you more. We make those mistakes, I think logically you know what I'm saying. The girl who's in shape likes gym memberships. She likes that. She has fun with that. That's almost a hobby to her. The other girl despises it. At least up to this point.

You know that logically, but when we get out in the marketplace something with our logic brain goes off and we start looking at her, we're like, "Clearly she's already in great shape. She's already got a gym membership." It's the pretty girl syndrome in the high school or college, that the more attractive women don't get asked out because clearly guys make these decisions that they are already taken. That same thing happens. You've got to get an eye. There's not a magic formula here, but you have to develop an eye over time of who is your customer.

I was working with one of our clients. She has a yoga store. It's an online yoga store, sells some very high end yoga stuff. Susanne's a great yoga expert. She was telling me that she's trying, part of what the thing was to sell to these people who were really, really high end yoga experts, but over time she's realized that's not really her market.

What her market is, is people who are into yoga or are just exploring yoga and they have enough money cost they want to buy the nice stuff. Maybe it's not even about money. They're willing to pay ... They're the people who when they go to the gym, they dress nice and they use the right stuff rather than grabbing whatever old t-shirts they can get.

You know what I'm talking about. They're going to use the right equipment even if they're only there for a day or if they're just starting. She's getting her head around who her customer is. So often our thoughts of who our customer is changes. We think we know, but you learn it.

You're going to grow into this. You're going to become aware of who your customer really is and what makes a customer. That's okay. You just take it slowly over time. It may not take much time, but you're going to take it slowly and you're going to realize that what makes a customer, how do you define your customer.

Again, we often times call this developing a customer avatar, very strong clarity, who they are, what they believe, what they think, what kind of car they drive, what

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kind of dog they have, are they married, do they have kids, where do they live, do they live in the suburbs, you get the idea.

A lot of times when we do a customer avatar, and we have some of these for some of our businesses. It's two pages with the bullet points. This is what they do for a living, this is how old they are, do they go to church or not, do they have a dog, do they have kids, what kind of dog, what kind of cats. Is it always right? No, but we want to get clear in our mind who these people are and what they need and what their pain points are.

When you do those things selling becomes easier. Going from getting clarity here ... How do you do that quickly? You just start by having conversations, by asking questions. That's how you determine who is the right customer or not. The third point here is we want to prequalify them. Once we understand what makes a customer, then you start prequalifying them.

Does this mean, by the way, hey Dale, does this mean I need to go out and do a whole bunch of studies? No, this does not mean that. First you do have to believe in your product, go talk to ... Get on the phone right now, call some customers and people who buy and then try to understand what made them buy it and get your own little thing in a little hint scratch paper here's who makes a customer.

Make your best guess. You have an auto body shop. They drive what kind of car? Just get some clarity. They've been in a wreck or they're about to give a car to their kids and they've got teenagers driving so they want to get it fixed up. I don't know. You get it in your mind, but quickly. I'm not talking about a long study.

Start, start now. Believe it right now. What makes a customer, right now. Then in the next part how do you prequalify them. Do they even need what you're selling? Here's how we do this. We're all familiar with this, you go to a website and something pops up there, it says, "Download my free ..." You go to a website on how to do sit ups and pops up, comes up, "Five exercises to do in less than 15 minutes and lose five pounds a week," I don't know, I'm making this up.

You see this pop up and you're like, "I want that." That's what we call a pre-qualifier. That's not what you call it in the web business, but it's really a pre-qualifier, because if you fill that out and give me your email I assume you care about that subject because you took the time and energy to fill out the email to get what I had free.

That's a pre-qualifier. That tells me you are probably a customer or you're at least in the category of a customer. If they click off that page and go away because this is not interesting to them at all, maybe they ended up there accidentally, that's fine, they're not a customer.

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That's why a lot of websites when you see, the first thing you see you go to the website and there's this big pop up that says, "Download our free blah, blah, blah." That's annoying, I know it's annoying, but what they're doing is it's like, "If you don't want this you probably don't want to read anything that's on our site," which is fair. Maybe a little pushy, but still fair.

We call that lead generation. One thing that we do is, like in our graduate program, what we do right now is we have a form on the website that says, "See if you qualify." It's a form you fill out and it comes to us and basically gives us some basic information about you where we can call you and just set up a chance to talk.

You can't do this for a 10 dollar product, but a 30,000 product, this makes sense. You want to talk to somebody before you spend 30 grand, but it tells us if you take the time and energy to fill that out you're obviously really interested. By the time, and a lot of times I'm talking to these people, by the time I talk to them they pretty much have sold themselves because they've filled this out, they've been to our website. What they usually have is clarifying questions like, "How do I apply."

I also talk to them a lot about what we do. I'm not a salesperson, but I do sell them, if that makes sense. I guess I am a salesperson, but not in the used car guy sale.

That's what you're trying to do. Usually in those conversations I will tell them a little bit about the program, the very high level which they usually have read. Then I will say, "Tell me, what is it that makes you interested in a graduate program? What are you looking for?"

I quit talking and I put the ball in their court, which is the easiest sales thing in the world because I'm just shocked at how many times people will say, "I was just looking at this and this is exactly what I want, this is what I need," and they'll start telling me why they need to pay us money which is fair. We are offering a valuable service.

That's what we do to sell. My people will tell me, if I talk to someone, if I can get in front of someone there is about a 90% chance they're going to show up. Does that mean I'm awesome? No, it doesn't. It means the product we're selling is awesome and I'm not being pushy and obnoxious to run them off. It just is we believe in what we're doing. Going back to that point.

This is what we call pre-qualifying, just asking questions. Because if they said to me, and I've had this scenario where people say, "Dale, what I'm really interested in is being in a lab and doing some academic research and getting into some deep textbooks." I've had people tell me stuff like that. I'm like, "This isn't for you Dave. That's not what we do here. Let me point you to some people to talk to because that's not what we do."

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That's very worthwhile because I help them move on to where they need to be and we don't waste their time with them, we don't end up with a disappointed customer. You've got to prequalify these people. By the way, in the sales world that's a big, big deal. Imagine if you're driving around or flying from town to town, every minute you spend is mileage and hotel bills and things like that. Pre-qualifying is a big deal. You want to put your money and your time where you're going to get sales.

The next part is you've got to tell them how you can help them. Let me make this statement I'm a little careful of, because it gets misused. They are investing in themselves when they buy your product, because they're taking money out of their pocket and they're buying from you.

If you buy my Building Your Own Business course you are investing in your future. It's not the same thing as buying a stock investment ... I guess it is. If you listen to Dave Ramsey he's like, "Education is the number one investment." It's education. It's how do I go from step one to step two?

If you can spend, it doesn't matter, the course is 497 normal, but now we've got the discount, but let's say it was 2,000 dollars, who cares. If you spend 2,000 dollars on a course, how to start your own business, and you actually start and you make money roll in the door you're probably going to generate more than 2,000 dollars of revenue a month.

If you just do the return on investment calculations, it's awesome. It's huge. It's way underpriced. I know because I have clients that have done that. They've paid me that amount of money and they're making money hand over fist. They've paid for that cost multiple times over, because they learned what to do and it motivated them to get to moving. They invested in themselves. Same thing with our graduate degree. They show up, they've invested in themselves.

One of the things we often times do is to help them do this, is we break things down into three options. I guess I should maybe put this in another category. The next thing would be to give them three options. You've seen the bronze, silver and gold option. This is an awesome, awesome, awesome way to sell which is why you see it used it so often. I'm surprised I don't see it used more often.

You go to the gym membership and they say, "For 250 dollars a month here's what we're going to do. You're going to have a personal trainer when you show up. We're going to call you. We may even pick you up at the house and bring you here. We will sit down with you and talk about your diet. We will talk about your exercise. We will do fitness. We will do tracking of it. We will give you the numbers. We'll take before and after pictures." They're going to offer you the whole golden package. I'm just making this up by the way.

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For the silver package you're going to have your personal trainer and all and we're going to talk about your diet, but maybe we're not going to do some of these other froofy things that really add some value. For the bronze package you're just going to show up here and you're going to work out. You're going to have a great atmosphere. You've still got to sell that. You're going to have a great atmosphere and you're going to do these things.

Normally we say this differently. We say it bronze and if you buy the silver it's a bigger, you add on some values and gold, it's more values. They're not always called bronze, silver and gold, but you get the idea.

When you give people those options, this is weird, when you give people options they're more likely, because they have to make a choice. If you just say buy from me or not the choice is yes or now. Now the choice is, "Do you want gold, silver, bronze or none?" Now I've got some other options. You can't go to 20 options. That doesn't make sense. As a matter of fact we talk about that in the Building Your Own Business course, how many options you should have. Giving people options actually lets them interact with you and take some of your pressure off in terms of how they interact with you.

The next part is if they cannot buy from you or they are not the right person for you, you might have something else to offer. Let's say they can't afford it. You can have a lower priced product, like the bronze, silver and gold. You can give them a freebie tutorials or you can even send them to competitors.

We do this very often in some of our products, is if they don't sound like a fit from us, they don't want to buy from us a lot of times ... In our home schooling business for instance when we used to talk to customers a lot, and we don't do as much as we used to because of the way we operate the business now.

When we would talk to customers we would say, "You've got a kid who you're trying to get into college, so you need some good math. If you're not going to buy from us here's two or three other competitors that do an awesome job." I would just give them their names, tell them their websites, tell them who to call. "These guys do an awesome job. If you don't buy from us, buy from one of them because what you need is some good stuff. Don't go buy off this junk that's out there that's watered down and it's not prepping them for college." I give them options. If they don't buy from me do this.

When I do that they usually end up buying from me. The reason is because they know I'm showing that I care about them and them getting a good product and I'm telling them I'm not the only guy in town selling the good products. We have competitors and we have some good ones and we have junky ones. Stay away from the junky ones. We'll tell them that.

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No matter how this turns out the last point, I just want to say this, no matter how this turns out, no matter what happens is thank them, but never apologize for the price. If they buy something from you thank them and remind them of the value, but don't do this. "Thank you for buying from us. I'm so sorry the price is so high. I just don't have a choice because ..." Don't you hear that a lot? You just devalued yourself. Don't do that. Don't feel bad about it. You're offering a service to the market. It really does have value. Every time you do go out to the marketplace you take your wallet out.

When you go to the frontline of a grocery store and you take your wallet out and you buy the food and you've got 100 and something dollar bill. Does the cashier or the manager walk over and say, "I'm sorry food costs so much and I'm sorry when we bought it wholesale we had to mark it up because we had to turn on these lights and pay these employees and I'm sorry we want to make a profit."

They don't do that. That's stupid. That would almost offend you. That would make you not want to buy there. It would make you have less trust in these people because they need to be proud that they're offering you a service. You need to be proud too.

Thank your customers for buying from you. Don't apologize for your price. They made the decision. When I apologize for my price I just insulted you. Because you're too stupid to go find a better price and you came and bought from me. Don't insult your customers. If they're willing to pay you 10,000 dollars for something that means in their mind they've calculated a 10,000 value. Don't insult them.

Don't make their decisions for them about how they spend their money. It's their call. They can walk away. They can buy from you. They can go buy from somebody else. They can keep shopping. They've got all kind of decisions they can make. Don't insult them. Just say, "Thank you," and don't apologize.

This is a whole bunch of stuff. I really hope that helps. Normally I'm trying to do 15 minute fixes. I will say, there's a lot of things here you can do in 15 minutes. I will say, and all of these things I'm giving you, don't overthink them. This is the mindset. Go back and listen to this, process this. Go to DaleCallahan.com/120 and the notes will be there. I'm going to have this written out pretty well this time.

Don't get too caught up in this. Don't get yourself buried. Just do it. Don't sit, say, "I need about two weeks to start believing in the product." No you don't. Don't say, "It's going to take me a week or a study through a marketing firm to become aware of what makes a customer and to figure out how to prequalify them." No, you don't.

As a matter of fact you're not going to be right in the beginning. You'll just start practicing these principles and you start learning and you get sharper. The way you learn and get sharper is you put products in the market and you start to sell them.

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There's no magic formula. It's not like you're going to go to some educational class and they'll suddenly tell you how to sell your products. They might add some value just like listening to this can add value. You've got to just do some things and you've got to practice these things.

Thanks for being here, all of the links, everything we've said here is at DaleCallahan.com/120. I'll have links to this. I'll have the download, remember, 25% off through Christmas. My Cyber Monday sale is for the Building Your Own Business and the Networking for Introverts course.

Remember, this is a podcast. You can go to iTunes and subscribe. Believe me, that really does all kinds of magic formula things in the backend. You subscribing and you leaving a review does all kinds of magic and it's really, really helpful. If you find this helpful information just go do that.

Remember, the Building Your Own Business and Networking for Introverts is on sale for 25%. Again, I don't usually put things like that on sale. It's on sale for 25% off through Christmas. Starting today, and if you got my email before you'll get that. Thanks so much and we will see you again next week.