



# 5-MINUTE SALES SYSTEM

**AN INSANELY SIMPLE SYSTEM  
ANYONE CAN USE TO BUILD A HUGE BUSINESS  
FAST!**



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From the FREE webinar.

Buyers go through a specific psychological path that moves them from desire to interest to information to decision (buying).

Marketing and Sales seek to influence and control the prospect's journey through that path. (Marketing hits the first three. Sales is more for the last step, all while shoring up the first steps.)

So, if everyone serious about your deal has to go through the same steps, the question is this...

1. Are they going to do this using your time?
2. Or can they do this on their own, minimizing the use of your time?

Let's talk Benefits and Features.

Benefits and Features are two sides of the same coin.

Benefits are what a potential buyer WANTS the product or service to achieve for them.

1. I'm hungry, and I don't want to feel hungry. The benefit is satiation (the condition of feeling full). -- MacDonalds
2. I need more sales for my business. The benefit is something that will create more sales. (Like the stuff we sell.) – Social Media Marketing
3. I need more clients for my law practice, and I need to impress potential clients with how successful I am as a sales tool. The benefit is something that creates an aura of success – New BMW.

Features are HOW the benefits are created for the buyer.

1. MacDonalds uses a certain type of beef, ketchup, mustard, fluffy bun, etc. So that when you eat a Quarter Pounder, you enjoy the experience and feel satiated.
2. Social media marketing gets more prospective clients/customers/patients looking at your Facebook page, which will result in more people calling the business. So the feature here would be something like automated social posting or Facebook ads management.
3. As far as the BMW, well through their branding, price (higher), positioning, interior appointments, etc., You the buyer get to "steal" some of BMW's brand and use it as your own. (You're cool because you drive a cool car.) This is exactly the same reason people run around in Polo shirts, Nike T-shirts, Louis Vuitton purses, and shirts with the names of their favorite teams

on them and their favorite players' names and numbers. Compare a BMW to Hondas. A Honda doesn't reek success. Through different features (construction and engineering), it addresses a different set of benefits that other types of people are looking for, dependability, longevity, over time-saving tens of thousands of dollars, so that would be thrift.

Your prospect has to see the benefits they seek in your product. They need to see that in your marketing and sales presentation. Given that you have a real prospect, if they don't see the benefits they seek in your marketing/sales, they'll bolt.

So, that means two things:

1. The benefits have to be articulated somehow
2. The prospect has actually to see and understand that those benefits exist.
3. (This is the same thing as saying that the prospect has to feel like your product/service will address their need(s).

So again, there are two possibilities:

1. The prospect learns this stuff (about benefits, or how your product/service fits their needs) on their own without using your time, or...
2. You have to spend time shepherding them through all of this.

This brings us to the two methods of selling that we're considering...

1. The traditional sales system
2. The 5-Minute sales system

The big difference between the two is this: the 5-Minute system offloads by far the bulk of the explaining, teaching, instructing, showing, etc., onto assets such as videos and pdfs. (I love pdf's sometimes supplemented by video.) The traditional system, by contrast, will use a lot of your time achieving the same result.

Let's look at benefits and features...desire to interest to information to decision (buying) again.

<i>Traditional Sales</i>		<i>5-Minute Sales</i>	
Step in the buying process	How that happens	Step in the buying process	How that happens
Desire	Prospects realize they have a problem/need	Desire	Prospects realize they have a problem/need
Interest	In traditional selling, this often happens during prospecting. Sometimes as a result of either active or passive marketing. (Cold email vs. landing on your website)	Interest	This happens as a result of some sort of lead generation activity. Could be cold calling. Could be cold email. Or anything in between these two extremes. Your goal is always to use your time in the most efficient manner possible. Also note: you can do targeting two ways. 1. "Spray and Pray" or 2. Sniper!
Information	This often happens during the qualifying phase. The prospect needs more information. You spend your time talking to them and educating them.	Information	Here's where the rubber meets the road! All of this is handled with marketing assets, PDF's, videos, etc., which include information we're going to discuss and especially PRICE!
Decision	By this, I mean all the various decisions that need to be made. Getting on an intro phone call. Qualifying. And especially during a detailed sales presentation, and perhaps lengthy follow-up. (Yes, this all takes a lot of time!)	Decision	In the 5-Minute system, qualifying is handled through the marketing assets you send out. (See above.) You want people to drop out. You want prospects to think it's going to cost too much. You want people to decide it's not for them! <b>And you want them to do this without using any of your time!</b>

So, here's where we are.

The 5-Minute Sales System is a system that uses marketing assets to do all of your qualifying, education, convincing, etc. Tipping the scale toward buying from you is done through the marketing assets, rather than with you in person, on the phone, skype, Zoom, etc.

All you do is speak with the prospect 5 minutes or fewer and close the deal, or not.

This allows you to put MORE TIME AND EMPHASIS on the front end prospecting process!

What we have here is a "low hanging fruit" method.

Homework:

I need you to answer the following questions in order and send them to me BEFORE next week. (Hopefully, more than a day before!)

About You

1. How long have you been doing (or trying to do) local business marketing?
2. How many clients did you have this year?
3. How much will you make this year?

About What You're Selling

1. What product/service(s) are you selling or trying to sell or want to sell?
2. What's your target audience? (You may not have one.)
3. What are the benefits of the product/service you're selling?
4. How did you determine your answers in #4?
5. What are the features of your product/service that are going to deliver these benefits?
6. Do you have any proof of these features delivering these benefits?

Spend time on this. Don't just spitball it!

Get this to me this coming week.

Next week, we're going to do two things.

1. Have hot seats where we talk about the six questions above. (Bring your microphone!)
2. I'm going to show you several ways of organizing this information into marketing assets that are going to do the selling for you.
3. In the following webinar, you're going to learn when and how to use your marketing asset(s) in your sales process. This is a lot more detailed than in the traditional model, btw.

Get me the homework! 😊