

<https://ezprofitsoftware.com/5-minute-sales-system/>

- **John Dewey first introduced the following five stages in 1910:**
- *Problem/need recognition. This is often identified as the first and most important step in the customer's decision process. ...*
- *Information search. ...*
- *Evaluation of alternatives. ...*
- *Purchase decision. ...*
- *Post-purchase behaviour.*

My Model of Selling (Same idea as John Dewey.)

- Trust, Value, and Decision
 - Prospects have to Trust you, the product, the company, and that the product is going to fix their issue.
 - They have to feel they're getting value, which in sales terms means, they have to want the product more than they want to keep the money their spending for the product.
 - And, of course, they have to make a frickin' decision. TODAY!
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- The Traditional Sales Model:
 - You prospect to find people potentially interested
 - You qualify them somehow, to find if they're "ready, willing, and able."
 - You pursue them with the intention of getting them on a sales presentation.
 - On that sales presentation, you tell them all about your deal, the benefits, the features, when, where, and why...and of course, how much.
 - You basically shove all that information down their little throats without even knowing if they're interested in what you're saying.
 - You ask them to buy. (Most of you skip this part.)
 - You answer their objections, in some sort of self-serving way

- You close them again.
- If they don't buy, you hound them until they either buy or die.

The 5-Minutes Sales System Model

- A: You set up a sales presentation
- B: You send the prospect all the information they need a couple days before the sales presentation, including price!
- C: On the sales presentation you...
 - Start by asking for the sale
 - If they don't go for that, you ask them what questions they have
 - Then you answer those questions (using the info you sent them) and you ask for the sale again
 - If they don't buy then, I thank them for their time, put them on my autoresponder and let my follow up system work on them. Often, they'll call me back when they're ready to go without me having to do anything more!