

The 7 Yeses You Need.

Summary:

In this month's episode of the MegaMarketer Coachcast, host Justin Jacobs and guest China Morrisette talk about the most important word in the English language, "yes!" Justin and China talk about different ways that you can get to that final "yes."

Main Questions Asked:

- What are the different stages of saying "yes?"

Key Lessons Learned:

Getting To Yes

- The final "yes" is actually a series of "yeses" that build up to the customer choosing you to be their contractor.
- The process starts with everyone and everything in your business. Every team member and marketing piece should be a part of your sales team that is helping you get to "yes."
- When you realize that everyone that interacts with your customers has a part to play in making sure that customer stays a customer, then you will always be closing throughout the process.
- **Yes #1: "I'll click or call."** – The marketing process is the first step in getting your customer to say "yes" to your business in the form of a click or a call. This is essentially your customer raising their hand and saying they are interested.
- For every opportunity to get a "yes," you also have an opportunity to hear a "no." Try to remove all the hurdles that you can and avoid answering the phone with a negative attitude in your voice. If you have phone calls coming in and they aren't converting to appointments, it's not the media. You have another issue with the sales process.

- Everyone in your organization should understand and exemplify your value proposition — why a customer should choose your business.
- **Yes #2: “I’ll schedule an appointment.”** – You don’t want to overpromise and underdeliver, but if you can be the first person to schedule an appointment and commit to fixing their problem, the better your chances of standing out and making a good impression.
- **Yes #3: “I’ll take off work and meet you at my home.”** – Letting the customer know you’re willing to work for them by being flexible with your hours can be quite effective.
- Not every customer is basing their choice on price. Their main consideration is usually how convenient you can make it for them.
- **Yes #4: “I trust you to come into my home.”** – The next “yes” for a customer is allowing a contractor into their home. Be careful with who you are hiring, your CSR or technician is going to be the face of your company for that customer.
- A knowledgeable and friendly CSR or technician can be very powerful in building trust.
- **Yes #5: “I trust your knowledge.”** – The big “yes” is where your business lives or dies. It’s where your customer trusts your knowledge over their own or your competitors. You have to maintain your designation as an expert in the eyes of your customer but be careful about selling against your competitors.
- **Yes #6: “I trust you with my budget.”** – Ask questions at that point, questions that convey that you understand their problem and also have their solution. Refocus their attention on the problem and not the cost of the service. Make sure the customer knows that you are there to help and fix their problem, not to pressure them on the sale.
- The reality is that most customers go into this conversation a little jaded and think that you are trying to take advantage of them. Do

what you can to give them more confidence in what you can do for them and that you are not there to pressure them. You will probably get the work because you are there on the scene and showing them the problem.

- Your customers should never feel like you are presenting a solution with a big price tag because you are motivated by the commission.
- You also have to fight against the person's natural inertia and preference for the status quo. Paint the picture for them about the cost of their problem over time and why your solution adds more value than the cost to them.
- Make it so that there are so many benefits to choosing you that it becomes the default option. Don't oversell fear but present all the benefits of working with you.
- **Yes #7: "I'm all in!"** – Remember the solution is going to hurt, and the job of the CSR or technician is to make the solution hurt less and that the cost of not doing something will far outweigh the negatives of dealing with their problem. Show them the hidden costs of doing nothing.
- A risk reducer is a good way to get the close. Guarantees and warranties can be the final nudge for the customer to say "yes".
- **ABC: Always Be Closing.** – Don't wait until the final yes to be closing. Throughout the conversation, you should be getting buy-in from the customer with simple questions like "does that make sense?"
- Doing an assumptive sale once it seems like the customer has made the decision to work with you is a good way to close. Give the customer options where both answers are "yes." People like options but be careful with giving too many — your customer will choose "none of the above" if they feel overwhelmed.

- There are micro “yeses” at every stage of the process. Once you’ve got the big “yes,” it’s time to ask for the referral and if there is anything you can improve on.
- Asking what you can do better is a no-lose proposition. If they say nothing, that’s great. If they say something, you now have a chance and the knowledge to improve.
- Some customers will say something and that’s okay. When you find you have lost to a competitor, take note on what they did and if it’s something you can duplicate.
- “Maybe” is really just a “yes, if...” Phrase your pitch in a way that leaves them the opportunity to say what they are concerned about and that gives you the opportunity to earn their trust again.
- Remember that it’s also okay to say “no” to a customer. Sometimes you are not the best choice for the customer and that’s alright. You can go a long way with those customers by helping them find the solution they need with someone else.

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Links to Resources Mentioned

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