

Welcome to your **Entry Level** training manual with First Purpose!

You've entered a world where determined Go-Getters succeed and take advantage of an un-capped opportunity to grow their career, income and skills.

This is SALES.

- You will struggle.
- You will lose your attitude.

And at the same time, each time you do, you will be taking one step closer to mastering the art of closing.

Let's get started.



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OUR CLIENTS

At First Purpose our campaigns can change periodically to help with our budgeting and to keep all our clients happy throughout the year. More than likely you will be working with at least 1 of these amazing organizations during your time with us.



Stopping Customers

Stopping customers is the act of successfully encouraging a customer or shopper to physically **stop** and begin listening to your pitch.

When you aim to stop someone, you should follow this acronym to make sure you have the highest chance for success:

S.E.E.C. Theory

Smile

Eye Contact

Enthusiasm

Confidence



A lot of times this part of your job is overlooked, and the effort put into it is minimal. This is likely because a stop usually only takes 2 – 5 seconds, and the time you have before initiating a stop after greeting a customer is usually only another 2 – 5 seconds. Even though it's such a small part of the entire pitch it is extremely important.

The stop is your first impression with a customer. How you greet them will set the tone for how you conduct the rest of your pitch and can sometimes determine how successful your pitch will be.

10 Metres

5 Metres

3 Metres



Distance Theory

As you attempt to make your first stop, while maintaining the S.E.E.C. Theory, you should be mindful of the distance between you and your customer.

1. At 10 Metres you can initiate a wave and a smile
2. At 5 Metres you can position yourself in a greeting way
3. At 3 Metres you can use your stopping line

Popular Types of Stopping Lines:

Neutral:

- Hello, how are you?
- Excuse me, can I share with you what I am doing today?
- Hi miss / sir have you heard of us?

Cheeky:

- Excuse me, before you run away!
- Excuse me, just to let you know... you haven't stopped for me yet.
- Excuse me, before you break my heart!

Funny:

- Excuse me, I'm Vegan!
- Oh, sir / miss, your trolley is leaking!
- Excuse me, where am I?

Good salespeople will attempt to confuse, inspire, make laugh, or whatever they can to make their customers stop. As long as you are professional, following the PFRA Standard and not being rude, it's fair game!

Make sure you're putting in 100% effort when you attempt to make a stop and avoid the mistake of feeling "busy" but actually having zero productivity.



Test-And-Measure Card

The Test-And-Measure Card is a tool that is used by Entry Level reps to track their progress throughout the day and make sure that they are on track to maintain their targets before the centre closes.

Stop: How many people have you stopped during the allotted hour.

Pitch: How many stopped people have you pitched.

Close: How many pitched people have you tried to close.

Sale: How many closes were converted to sales.

Have a look at the demo Test-And-Measure Card on the right. The salesperson that tracked these results has had an explosive start to their day. They

stopped 8 people, made sure they pitched 6/8, only managed to close 1/6... but then converted that close into a sale 1/1! In the pitch column you can see the type of pitch tracking that dedicated salespeople use to ensure that they reach their targets sooner. Codes like “NI” will show that the customer wasn’t interested during the pitch. Typically, this will mean that the customer wasn’t engaged with very well, or the rapport was not developed during the pitch. Track the reasons so that you can ensure you don’t run into them again! **Here’s some examples:**

NI	Not Interested	TY	Too Young
P	Partner	NW	Not Working
CA	Can’t Afford	PEN	Pension
OO	Once Off	AG	Already Giving

TEST AND MEASURE CARD

☺	STOP	PITCH	CLOSE	SALE
9:00 – 10:00	IIIII III	X X X NI OO P X X X NI CA	I	\$35 IFD
10:00 – 11:00				
11:00 – 12:00				
12:00 – 1:00				
1:00 – 2:00				
2:00 – 3:00				
3:00 – 4:00				
4:00 – 5:00				

The Pitch

Your pitch is an all-encompassing term for the presentation that you give a potential sign-up from the moment you stop them, to the moment you consolidate them at the end. It's designed to clearly explain to a sign-up why the campaign you're representing is a good choice to make, and how it will benefit them and everyone else. If you want to have a truly successful pitch you need to follow a pitch structure.

Intro – Problem – Solution – Close – Consolidation

(1) Intro

- This is where you simply introduce what you're representing today. This can start by you saying "Hi I am here from _____. Have you heard of us?"
- A few basic facts about the organization should be said

(2) Problem

- This is where you explain why you're stopping people and looking for support.
- Depending on the organization you're representing, what's happening that your organization is trying to fix? Talk about that!

(3) Solution

- Tell the customer how your organization helps, and what makes them so great.
- This is where you get to get excited and passionate about the cause and really show why your organization is so great! – Solve the problem you just spoke about!

(4) Close

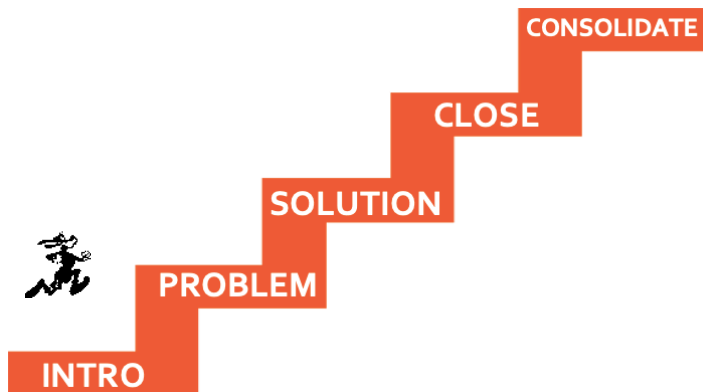
- This is the asking question of the pitch. You've presented your organization, you've used your passion, you've asked the right questions to qualify your customer and you're ready to see if they're willing to support.

Connect the solution to money!

- It can be a simple line like:
 - a. "Does that make sense? Awesome let's get you on board!"
 - b. What do you reckon, let's do this!
 - c. Sound good? Perfect, what's your first name?

(5) Consolidation

- The signup process is completed and now you and the customer are standing there ... SAY THANK YOU!
- This is where you tell the customer how grateful you are, make sure that before they walk away, you're confident they'll remember how good you made them feel about supporting.
- You can say things like:
 - a. Honestly, I talk to 1000 people a day and getting 5-10 in a day is considered successful ... you're really one of the rare people that takes the time to save another life somewhere in the world! For that... thank you!



Remember, don't try and skip a step in the Pitch Structure Staircase. Always follow the steps in order, or you may just trip up and fall back down a step. Keeping organized will make you more results and earn you, the company and the clients more

money!

PITCH WITH EMOTION



QUALITY



See how we wrote that in bigger letters than the page before. It's almost as if we want you to understand that having clean quality signups is pretty much the most important thing you can do when you work for First Purpose.

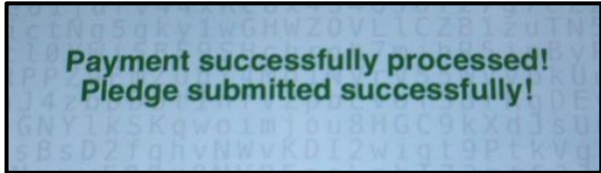


This is a topic that is too often overlooked. Some companies just don't really talk about it. Worse than that, they don't teach their employees how to do it. Some people walk away from a sales job and don't even realize they were doing the *wrong* types of signups for weeks or even months! This section is going to help you answer: what is quality and how do you deliver it?

A quality signup is a signup where the donor is destined to be a long-term genuine giver for whatever charity they are pledging to. Quality is also the discussion of what signups are still active after a certain amount of time (aka: attrition). When aiming to deliver quality you should be aiming to deliver signups that will pretty much never cancel their donations. Here's some ways how:

Go for IFDs

An IFD stands for **INSTANT FIRST DEBIT**. When you sign up a customer and they make a payment on the spot, it is called an IFD. This means the money has left the customer's account *instantly*.



Why do we do IFDs?

- Proves the customer has money at a random moment, meaning they are more likely to be financially stable
- Gives the charity client an extra debit during a 12-month cycle meaning they can reach their return of investment (ROI) sooner
- Filters out the cards that were submitted with invalid expiry dates that a non-IFD cannot detect
- Ensures that we aren't "soft-selling" customers by telling them to sign up now, and think about it

Is a non-IFD still good?

- These are still good sales, but the filtration method is less demanding, and that means there is more room for error
- When done on a card, non-IFDs are still good sales that have a high chance of debiting if the sale is done correctly

Are BSB and Account number sales good?

- These signups are risky. When a charity attempts to debit a BSB and Account number they can be charged sometimes \$6.00+ by a bank if there is no money on the account
- Imagine if you sign someone up for \$25.00 a month
 - You get paid
 - You get a bonus potentially
 - The centre is paid for
- Then the customer doesn't debit, the charity loses \$6.00, the company needs to pay the sale back, and the programs never get to see the funding.
- These should be last resort signups – IF they are even permitted on your campaign

Target High Ages

The chart on the right is a rough estimate of how the ages of a signup can determine if they are good or bad quality. You'll see the older they are, the more likely they are to be "active" or still giving after 1 year of being signed up.

SIGNUPS AFTER 1 YEAR

Age at Signup	Active	Terminated
25-36	45%	55%
37-45	60%	40%
55+	75%	25%

When you think about this ... it kind of makes sense.

- The younger you are, the more up and down your life is. Young people move house, they party, they have kids and start families, they travel, they make mistakes, they are learning how to manage their money!
- The older you are, the more stable your life is. Old people are stable, they have steady jobs, they have made their mistakes and learned from them, they don't go out and party as much, they know how to manage their money.

By aiming for older donors you're not discriminating, instead you're actively trying to do the right thing by your campaign!

Make Sure Your Signups are Working



This one is pretty obvious. You can't really afford a monthly donation if you don't make any money. Your signups should be working. Part-time, casual or full time.

They might even be contractors, they might even be business owners. Sometimes they might even be unemployed, but have retired and are living off a good savings account. When we say working donors is what we mean. People that receive money into their accounts on a regular basis. These

are the ones that are going to give successful IFDs and give long term to whatever charity they start supporting.



**WORKING SIGNUPS = THE ONLY
SIGNUPS WE DO**



The Feedback Form

Donor Feedback Form

Today's date:

Customers name:

Contact Number:

Fundraisers name:

INITIAL YES OR NO

I confirm I am over the age of 25.

YES No

Was the fundraiser professional?

YES No

Are you employed working 25+ hours or a self-funded retiree?

YES No

Do you understand this is a monthly donation?

YES No

How much will be debited from your account each month? \$ _____

Date of my first donation? _____

Do you understand the charity will gain the maximum benefit if you were to stay on for 2 years or longer?

YES No

DONOR SIGNATURE:

Here is the feedback form or the “Donor Checklist” (DCL). This is a quick tool that you can use to make sure that at the end of the signup everything has been explained properly, and your signup is properly qualified.

- These help improve quality
- These prevent inappropriate sales
- These provide proof that everything was explained throughout the pitch
- These should be used by everyone!



The Vero-Call

Once a signup has been completed, they will receive a call from the verification team to give 1 final check that the sale was done correctly. These are a good thing. Knowing that your signups pass the “VERO” is a great confidence builder.

Anyone can trick an old lady into giving her card for a charity, but only real closers can inspire someone to sign up to a monthly charity, pick up the phone and say “Yes, that fundraiser was awesome, take my money!”

The VERO-Team will ask things like:

- Did the agent explain it was monthly?
- Can I please confirm your date of birth?
- Are you happy to try and support us for 2 years or longer?



To Sum Up Quality

That pretty much sums up everything that you'll need to know about quality as an entry level. Finally, here's some definitions that may be helpful to you:

Attrition: the calculation of successful and failed debits during a specific period of time, typically a 30-day, a 90-day, a 180-day and a 365-day period.

Clawbacks: signups which have not met the obligations required by a charity client that must be paid back to the charity. **Clawbacks** can still exist if the signup was successful on the VERO call.

Feedback Form (or Donor Checklist DCL): a feedback form is a checklist used to make sure that the signup was done correctly. It also ensures that the salesperson has proof they ensured the donor was told all the steps of the sale.

IFD: this stands for **INSTANT FIRST DEBIT**. When you sign up a customer and they make a payment on the spot, it is called an IFD. This means the money has left the customer's account instantly.

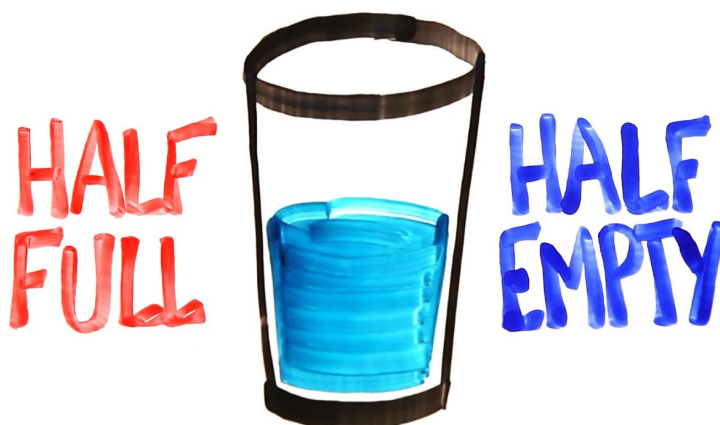
Retention: the calculation specific to the signups that are still debiting during a specific period of time

Vero: this is a shot form for: "Verification Team" or "Verification Call". This is the stage of signup where after they have been submitted, they are called by a team that asks them most of the questions you find on a feedback form.

Attitude and Mentality

Usually, when you start a job your boss or your trainer isn't going to really talk to you about attitude, or attitude maintenance. Here, you'll need to learn how to manage and maintain a positive attitude to ensure you're successful.

Your attitude in this regard is your perception towards others, towards your position, towards your abilities, towards potential customers ... towards everything! This is pretty much how **YOU** respond to every situation that you're presented with. Is the glass half full, or half empty?

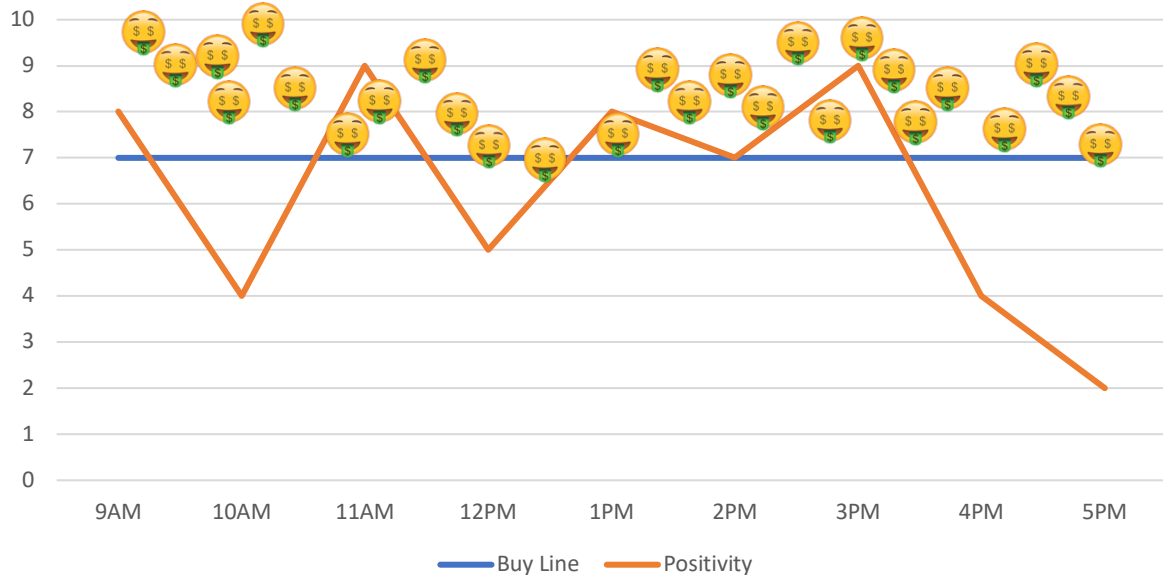


You'll hear terms in the office like "neg" or "negged". These are the people that always see the glass half *empty*. Like as in, it's never full. To be honest, they probably think that the water is poisoned as well. Jeez, what a neg. It's just how they see things. We can tell you now that if your **attitude** is a half-empty type this position likely isn't for you.

Positive people are the people that we want to be around. They're the people that customers want to sign up for. They're the people that can lead a team. They're the people that can inspire others, and they're the people that make the most of sales.

Customers can pick up on and are attracted to positivity. They're repelled by negativity. It's one of those unspoken truths. People can feel it, and they'll act on it. Ask yourself next time you're at site – are you enjoying yourself? If it's a no you could be scaring away potential signups!

Attitude Chart



Let's use this chart as an example.

- The orange line symbolizes someone's mentality throughout the day
- The blue line symbolizes the buy line (the minimum amount of positivity required to get a signup).
- The horizontal axis shows the different times throughout a regular day (9:00am – 5:00pm).
- The vertical axis shows the level of positivity someone can be 0-10.
- Every money emoji face (💰) equals a signup!

Given that information you can see how many sales the salesperson missed out on because their mentality was low, and their positivity was only at levels of 5 and 4. Whenever their positivity reached levels like 8 and 9 they were able to sign up the sale that was waiting for them!

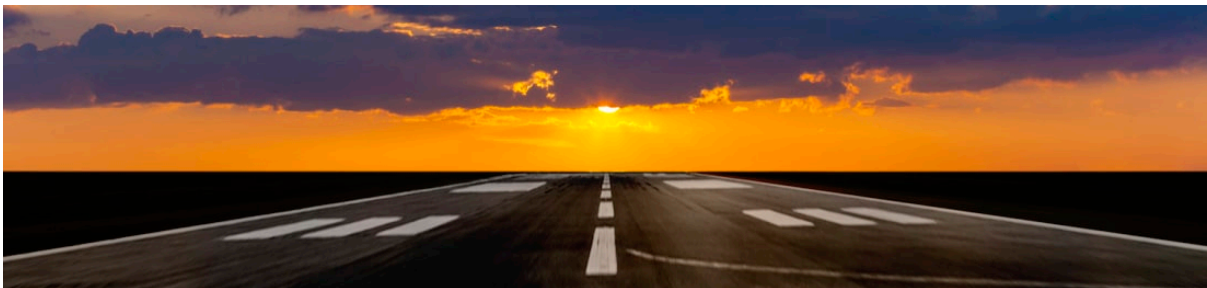
Now think of it like this... imagine that sales person was at a positive level of 10 all day long! What do you think they'd finish on?

Attitude of a High-Roller

- A high-roller doesn't sweat the small stuff
- A high-roller finds it fun to get a sale
- A high-roller enjoys a challenge
- A high-roller wants the others around them to succeed
- A high-roller never gets "negged-out"
- A high-roller knows they're worth and believes in themselves
- A high-roller doesn't care about rejection
- A high-roller wants to get better
- A high-roller can't remember the last time they lost their attitude on field
- A high-roller is a beacon for everyone else
- A high-roller makes it look easy
- A high-roller is very very very well paid



HIGH ROLLERS GET IT DONE



Fixing your Attitude

Everyone from time to time has a moment where they start to question everything. Sometimes they tell themselves that if they had any success, it was because they got lucky. They might even think that they're no longer capable of doing this job. Believe it or not, the director of First Purpose did over 30 signups in a week, and then the week after completely lost his attitude thinking that he was unable to sign people up any more.



Doctor No-Neg

This is okay and normal.

See even high-rollers get “negged” or lose their attitude. The difference isn't that they are built from steel or never get discouraged. The difference between a high-roller and an entry level is that a high-roller has learned how to combat moments of negativity. Here's some tips:

Make getting sales a game: it's HARD to feel “negged” if you're trying to beat the person next to you. Running with people is much better than running alone.

Call a leader: sometimes when we stress out it really helps to phone someone on the team, or a mate, and just have a 2-minute vent. You get told “no” all day, sometimes it's tough. Take a smart break and regain your attitude.

Reflect on your goals: it's super motivating to remind yourself why you're after bonuses in the first place.

Think back on your best day: there was a time when you were at the top of your game – don't lie – you killed it! Think about that day, and think about the 10/10 version of yourself that day – think of how they would motivate you – it works!

COMMUNICATION



- **Speech**
- **Body Language**
- **Tonality**

When you're speaking to people, are you watching their every move? Noticing where they glance? Listening to how they modify their

tone? Once you have gathered that information do you then calculate how to respond to them appropriately based on what they presented to you?

Think the answer is "no"? If you do, I'm sorry to tell you, you're wrong. Human beings do all of that above all the time, without thinking about it... and if **YOU** do it unconsciously you better believe that your customer is doing it too!

There's a lot of debate over how much of our communication is body language, how much is speech itself and how much is tonality.

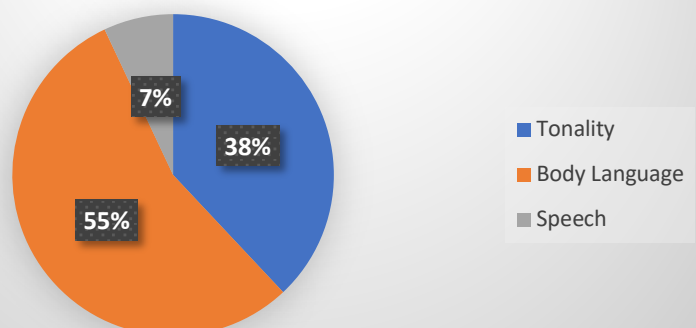
However, a pretty widely accepted benchmark is:

Speech: 7%

Tonality: 38%

Body Language: 55%

Communication Breakdown



Think about that for a second.

Statistically speaking ... **people don't really care what you're saying at all.** What they really care about is **how you say it**, and even more so, they care about **what you look like while you say it.**

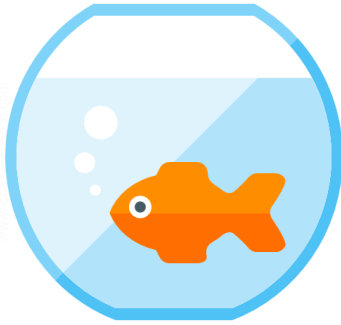


Using the right Speech

Just because it's only 7%, doesn't mean we can say whatever we want. Your pitches are written in a way that will help you breeze through the speech section so that the 2/3 other modes of communication can take over. Aside from the actual content of the pitch, there are key words that we can use to make our speech more engaging, more inspiring, more convincing and more superior. Here's some examples:

Imagine	This word paints a picture for the customer use it before describing something
Customer's name	There is so much power in using a customer's name. They trust you more, they like you more and they listen more – try it!
Remember	This word triggers the customer's brain to be ready to access information it has stored. Use this during objections to smash them
Proven	There is so much assurance given in this word. Sometimes we don't need to show any stats if we use this during our pitch
Thank-you	This is a golden one to use. "Thanks" falls into this category. Take our word for it, try thanking your customer for as many things as you can and watch their positive reactions
Help	How good is: "we need your help" – it's impossible to not listen when this registers in someone's head. People immediately want to listen
Now	This is an urgency word. Pumping up your pitch with this word can generate a sense of impulse in any customer.
Safe	When you're dealing with credit cards this is an excellent word to use. What customer doesn't want to feel safe when handing over their card details?

Have a professional pitch. Practice it! People won't notice well-rehearsed pitches, but they will definitely notice mistakes. Your speech should flow and have no interruptions.



Controlling Your Tonality

Can you imagine someone winning the lottery and having the same tone in their voice as someone that is telling their friend their gold fish died.

Yeah. Yikes.

Your tone of voice is 38% of what people hear from you! You don't want to sound like Eeyore when you're

pitching the awesome solution to a customer, and you definitely don't want to sound like Tigger when you're pitching the terrible problem (which is usually people dying). That's why you need to be



aware of what your tone of voice sounds like for you to be able to pitch properly.

This manual is not going to try and teach you how to make certain tones with your voice but instead remind you to put the tones we know you know how to make already in the proper places throughout the pitch.

- If you want your customer to be happy to sign up – do you sound happy to ask them to sign up?
- If you want your customer to be sad about children dying – do you sound sad while telling them about children dying?
- If you want your customer to know you're thankful they stopped for you – do you sound thankful when you tell them that?

The list can go on and on.

Your job is to make sure that throughout the entire pitch you're controlling your tone, and using the right emotional tones while presenting your campaign.

Emotion	Is there a tone for that?
Sadness	✓
Happiness	✓
Anger	✓
Joy	✓
Disgust	✓
Fear	✓
Surprise	✓

Body Language

The big **55%** of what you say.

This is literally over half of what you're saying to someone during your communication. There is so much to body language:

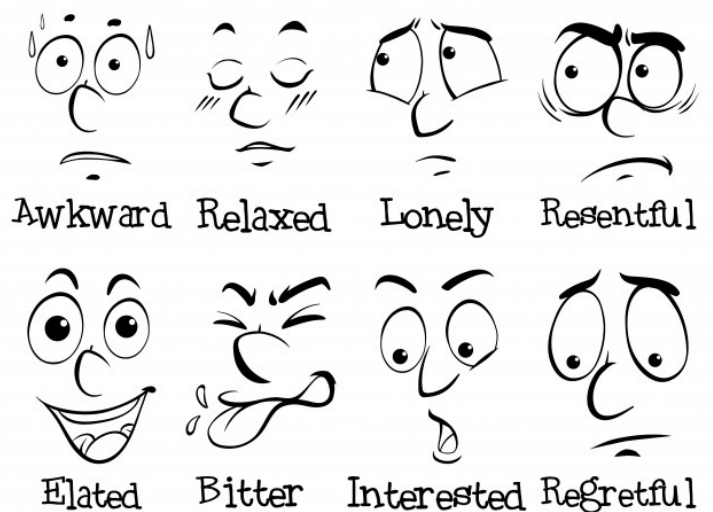
- How you're standing
- Your smile
- Your eye contact
- Your hand movement
- Your head movement
- Fidgeting
- Leaning
- Body contact (high fives etc)

There's a lot!

Sometimes body language can be different for men and women. Using a different style of body language can be extremely effective when pitching.

- Selling to women might mean:
 - Speaking head on
 - Showing your hands to make her comfortable
 - Cautious of her personal space
- Selling to men might mean:
 - Standing off to the side
 - Allowing the man's body language to be dominant

Stance	Translation
Upright Posture	Energetic and enthusiastic
Ankles crossed	Very casual – zero urgency
Shoulders back	Confidence
Leaning	Tired, arrogant, indifference
Hands Visible	Trustworthy
Facing Away	Unengaged
One Hand in Pocket	Casual
Two Hands in Pocket	Unconfident, uninterested
Legs Apart	Power stance, dominant



Smile:

We can spot a smile at 300 feet—the length of a football field. Smiling tells those around you that you are approachable and trustworthy. When you smile at someone, they almost always smile in return, and when they smile they'll begin to feel the positive emotions attached to smiling.

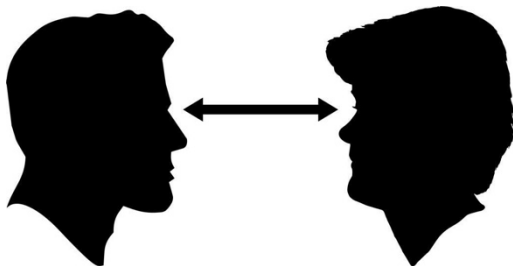


Reduce nervous gestures.

When we do any of these things, our statements immediately come across as less credible. Stillness sends a message that you're calm and confident.

Talk with your hands.

Since gesture is integrally linked to speech, gesturing as you talk can actually power up your thinking. People say “uhh” and “umm” less when they speak with their hands. It also grips your customer's attention.



Maintain positive eye contact.

Eye contact builds trust, and it also helps you to remain focused on the sale. You'll better identify your customer's energy, and you'll better mimic and mirror your customers when you do it.

Mirroring

We unconsciously mirror those we're close to. Mirroring is when one person imitates the verbal or nonverbal behaviours of another. Avoid mirroring negative body language or someone's accent.



RAPPORT

This is the art of creating a genuine connection with someone during the sales pitch. When you have made the connection, you have also established a mutual trust between you and them. People that you have connected with will let their walls down, and be more willing to hear you out. Rapport doesn't need to take 5 minutes. A solid ice breaker can actually create a good connection with someone in just a few seconds.



Building Rapport:

Find common ground.

People like people who are similar to themselves. The more you can uncover shared interests, the greater your ability to build rapport.

Show real interest.

What are they doing in the shops today? How long have they lived in the area? What's their favourite TV show? Asking these questions may feel like useless information

Make jokes.

Don't be afraid to have a sense of humour when you're speaking with your customers. A laughing customer is an open one.

Be polite and courteous.

Do your customers know that you're appreciative they stopped for you? Do they hear you saying things like please and thank you?

Be empathetic.

Make sure you're understanding of and sympathetic to your customer's concerns and thoughts. If they hear from you proper insight, they will give the same to your cause.

IMPULSES

Getting them to buy

When you're dealing with humans you're dealing with emotional beings. People don't buy based on logic, they buy based on emotions. If we were not logical, everyone would drive the same car, have the same phone, and dress the same. It's our emotions that rule us, and for that reason emotions can help a salesperson close a deal.

When we connect charity to the old-school sales theory of why people buy, you're left with these 3 reasons:

WHY PEOPLE

SIGN UP:

(1) They're buying the charity name and the brand.

(2) They're buying the work the charity does or the product they use.

(3) They're buying you.

Impulse Theories

We can use the acronym "GIFTS" to remember the basic sales impulses.

- **G** – Greed
- **I** – Indifference
- **F** – Fear of Loss
- **T** – The Jones Theory
- **S** – Sense of Urgency



(G) Greed

This relates to the customer's own self-interest and desires. Some people don't want to sign up to help others... they want to sign up to benefit themselves. Usually this relates to money but it can also relate to ego and boosting their ego.

People that will respond to the greed impulse will:

- Want a tax receipt for the deduction at the end of the year
- Want the "Clout" – you better make them feel AMAZING for signing up otherwise it wasn't worth it to them
- Want the best price or the best deal

How does this work with charity sales?

- "Honestly, at the end of the day anything over \$2.00 is tax deductible in Australia, so let's think of this as you putting money into a savings account, letting it save lives, then getting back at the end of the year."
- "Seriously, we need more people like you. Thank you so much for supporting us. Look around at how many people HAVEN'T stopped... you're one of a kind, you're special... but you knew that."

"Usually, we ask people to give things like \$100 or \$80 a month, but I like you, so let's just get you to give the basic \$12.50 a week (\$50 a month) so that you can do this without even noticing it, we'll call it mates-rates."

Wait, giving to charity means
I can get a tax break and
people will think I am the
nicest person ever?

... Excellent.



(I) Indifference

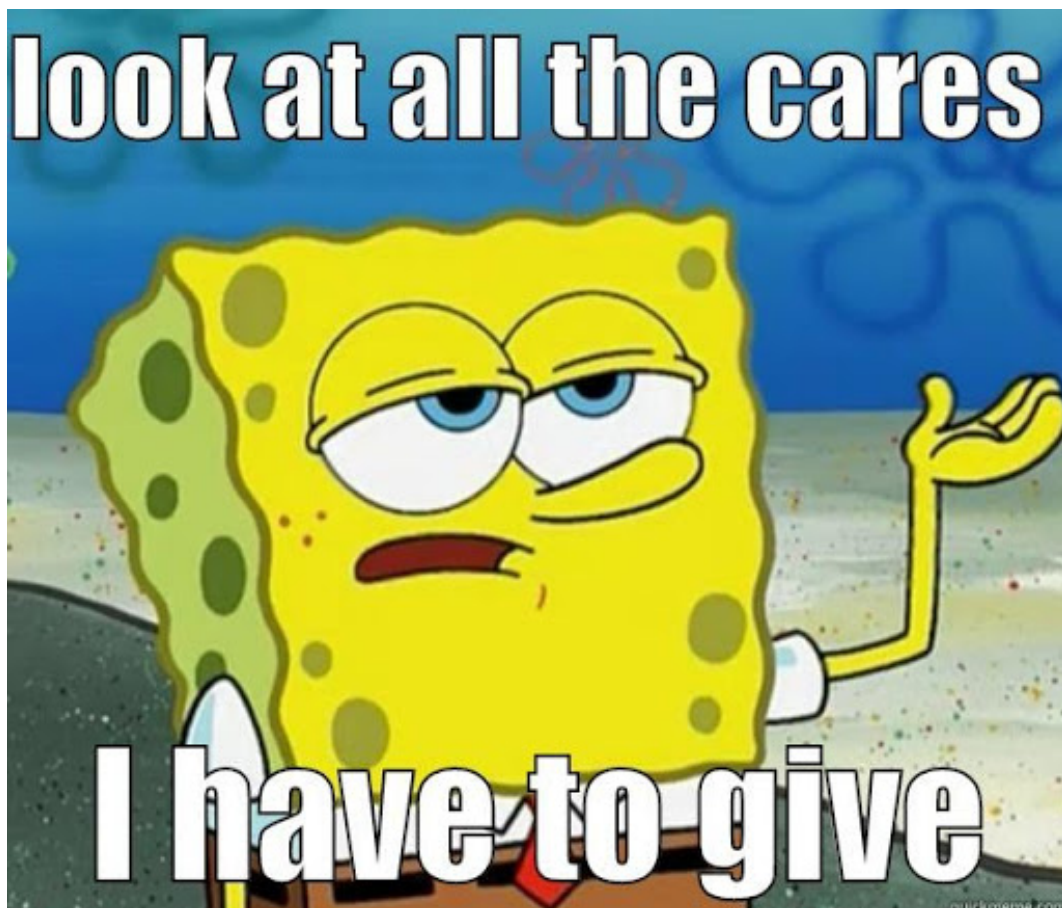
This is the care-less approach. People sometimes respond to the relaxation impulse. Pressure can make these types of people nervous or reluctant to buy. By feeling relaxed it sometimes is just enough for them to say this is okay.

People that will respond to the indifference impulse will:

- Notice your body language a lot – and want someone that isn't tense or stressed
- Not want to be sold to... they want to feel like they're making decisions on their own
- Like it when you act nonchalant.

How does this work with charity sales?

- “Yeah, I mean these are the different options, do whatever you feel.”
- “Haha, at the end of the day it's your choice, doesn't bother me.”
- “I'm not gunna push you into it, I feel like you're pretty much on board, just let me know what program is best.”



(F) Fear of Loss

When we talk about the Fear of Loss impulse, we're talking about the customer's moment of FOMO (Fear of missing out). This is where they feel like if they don't do what you're asking, then a negative results will come in to play. For example, we tell our friends that if they don't come to the awesome house party tonight, they will miss out on the night of their lives! With relation to sales: *If you give with us today, that means that someone in need will get that support in 72 hours. If we delay, it might be the difference between them getting the attention they need vs. going without.*

People that will respond to Fear of Loss impulse will:

- Need to be reminded of the NOW factor – what's happening now?
- Understand that there is a difference between support today vs tomorrow
- Signup because they know today's the better choice

How does this work with charity sales?

- “Actually, we change locations every week so we may not be back here when you mentioned ... why don't we take that leap of faith today and start giving?”
- “Unfortunately, it doesn't get to the organization as fast if we delay the donation, that's why doing it now means you can make a larger impact.”
- “We're responding to a crisis that happened just last month, and at the moment each day that goes by, means another day that the person we're trying to help doesn't receive support.”



(T) The Jones Theory:

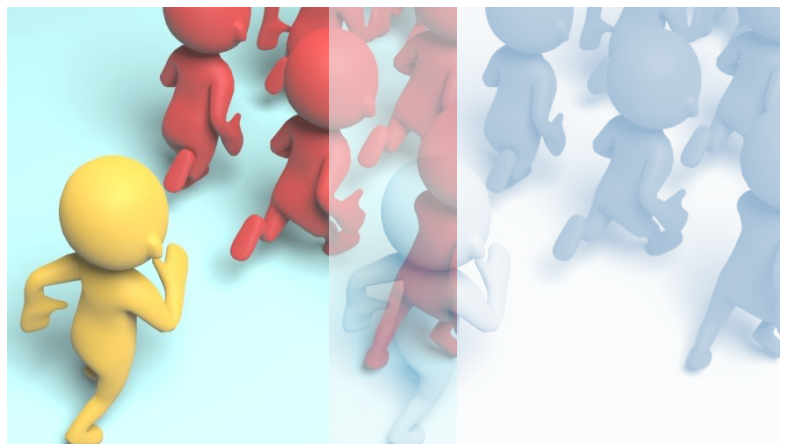
The idea that people want to keep up with or be like those in their community or those they look up to and view as superior. In charity sales having multiple customers at the booth is a great way to show people around you that “everyone is doing it”. So when your colleague stops someone, make sure you push to stop one at the same time!

People that will respond to The Jones Theory impulse will:

- Want to know that others are doing it
- Have a need to be included or to not feel left out
- Feel more comfortable if they're not the only one
- Respond positively if they are convinced signing up is cool/socially acceptable

How does this work with charity sales?

- “Yeah, actually heaps of people in the area have been jumping on board lately.”
- “I spoke to a lady just like yourself the other day and she also wanted to know how much went to the admin, after I explained it she was totally fine because she realized that all large charities need an administration cost to run.”
- “Is your name John? Oh no way! The last guy that signed up this morning, his name is John too!”



(S) Sense of Urgency:

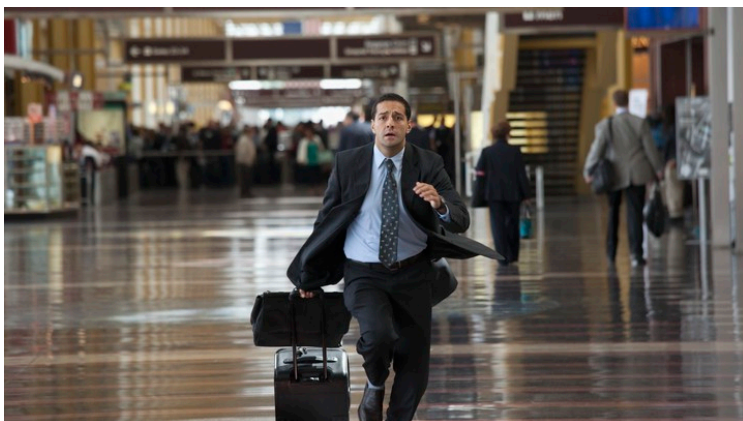
This is the “Now or Never” concept. When people think there is no better time than right now to purchase, they will follow that impulse and act. Try and create that feeling we all get when we’re late for the airport or late for their first day of work.

People that will respond to sense of urgency will:

- Need to hear that this is an emergency taking place now!
- Must be stressed the problem, then told the solution is acting now.
- Need to hear words like “now” “today” and “instantly”.

How does this work with charity sales?

- “My boss changes where I work each morning so I am not sure if we’ll be here again that’s why we really want you on board today.”
- “To be honest, these problems are happening right now and that’s why helping us out with an instant donation is really going to make the maximum difference for the organization.”

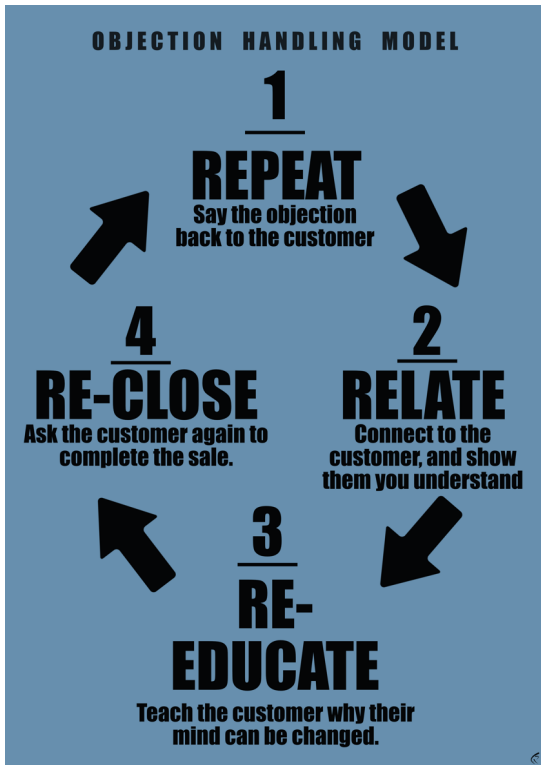


OBJECTIONS

Objection Handling is the practice of negotiating with a customer when they give us an excuse or a reason not to buy (or to sign up).

Common Objections:

I cannot afford it
I need to speak to my partner first
I do not want to do it monthly
I will come back later
I do too many charities
I want to think about it
Can I do it once?
I don't believe in the cause



Using this model you can target and combat any of these objections listed.

For example: **I do not want to do it monthly...**

- (1) "So, you don't want to do it monthly?"
- (2) I understand totally, in fact, I prefer to set my mobile phone up on a pre-paid system because monthly can be scary.
- (3) The thing is with us, we ask for the monthly support not to trap you, but because we know this type of support is what **truly** works in helping our cause. That's why we need your help.
- (4) Do you want to help us solve this problem the right way? – Perfect let's get you on board!

Take a look at the model above. Here you'll see that in 4 steps we can help a customer realize their fear or anxieties related to purchasing are unnecessary.

We recommend you attempt this 4-step model 3 times during an interaction or a sales pitch before deciding the battle is lost.

Remember there is a difference between **REAL** objections (not working, no income, sick partner) and **EXCUSES**. It is up to you to identify that difference!

When a buyer or seller gives you an objection, he is presenting you with an opportunity to close.



THE CLOSE

This is it!

You have successfully stopped a customer. You've used your impulses, your body language and your attitude to get them engaged. They've listened to your pitch, they have connected with your eye contact, and you have even handled an objection or 2 from them. Now you're at the close... the most

important aspect of the sale and guess what it is you say?

"How do I spell your first name?"

"Let's get you on board."

"Which program do you want to do?"

"Let's get you started."

The close is SIMPLE when written down. That's it! It's just a few lines that we say to pretty much ask a customer "do you want to do this" or "are you going to do this"? Of course, like all things, it's easier said than done. You're going to need to maintain the confidence, the body language and the tonality all throughout the close, and you better be ready for another objection. But at its core, the close is simply put: **the asking question.** "Do you want to buy?".

Type of Close	What that means	How to use it
Trial	Testing or <i>trailing</i> your customer with yes questions	"Does that make sense to you?"
Assumptive	Confidently assuming the customer is going to sign up	"Glad you get it! Now, what's your first name?"
Alternative	Presenting the customer with a few options when you close	"Would you like to sign up for \$30, \$40 or \$50 a month?"
Indifferent	Taking the "whatever" approach to the close	"You can help if you like, your choice honestly".
Silent	Letting the customer take control and holding back	"... .." <i>(don't say anything)</i>

CONSOLIDATION

Congrats! The customer has signed up! Your iPad might look something like this.

Now you and the customer are looking face to face at each other. What do you do?

SAY THANK YOU!

Your signup needs to feel appreciated, regardless of their type. Everyone that you signup should walk away feeling amazing.

They should tell their friends about how amazing you were.

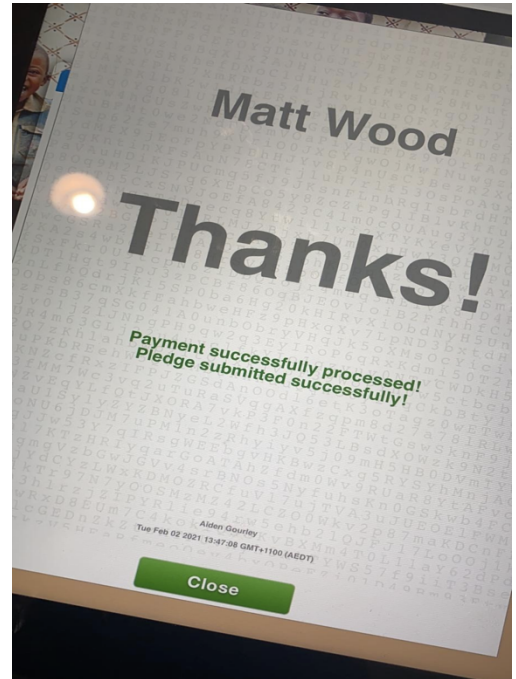
They should wave to you with a smile when they walk past you again.

They should be proud to have contributed.

They will only feel those things if you make them feel those things.

We're giving this section it's whole page because you need to be adamant about making sure that your signups are happy to get on board. Remember the example consolidation from the PITCH section near the beginning. What's yours sound like?

Honestly, I talk to 1000 people a day and getting 5-10 in a day is considered successful ... you're really one of the rare people that takes the time to save another life somewhere in the world! For that... thank you!



CONCLUSION

These are the basics. We're sure there's a manual out there for playing basketball as well, but we all know that reading the book won't make you great. You need to **PRACTICE**.

Sometimes you may look at the best in the office and think "I wish I was like that". Believe it or not, they were in the same shoes as you at one point. It's the determination, the dedication and the belief in yourself that will take you to the finish line.

That finish line may be:

- The recognition of your team
- The high pay checks that everyone talks about
- The chance to run your own team
- Or simply the opportunity to achieve something

Don't be afraid to ask your leader for help. Call your manager if you need to. Practice with a friend if you'd like!

Now jump to www.firstpurpose.com.au and save that website to your phone. If you ever forget or lose this training book (omg how could you), then head to the website and click TEAM and then NEW STARTERS. Everything here is listed under DOWNLOADS. Now here's some culturally diverse kids waving goodbye.



