



Ace King Queen:

3 Ways to Double Your Closing Rate

Most sales people are wired to show and communicate passion for the product or service they are selling. Way too often, this passion is focused on the many things which excite the salesperson and too often miss what the customer truly cares about. Not to mention, the average salesperson fails to pay enough attention to the few things that will actually engage the customers.

To be successful in sales, you have to master your message. The more your message highlights that you understand the clients' needs, the more value you bring to them. How do you understand their needs? Ask them! We are always amazed at how many sales people we see that just assume a client's or referral partner's needs, without even asking them first.



Let's take a look at two different studies to show the impact the right messaging can have in how well you sell and how well you can close a sale.



90%

90% of people struggle to remember more than 3 key ideas in a sales pitch.

Less is more, and too often salespeople struggle to achieve a clear and concise message.



27%

According to a Forrester report, only 27% of buyers find that salespeople are knowledgeable about the buyer's specific business,

meaning an astounding 73% of buyers don't think salespeople understand their company's needs. That's a problem. Most messages are centered on what the salesperson likes about their service vs. selling to what the customer needs.



If you can master the needs of your customer and make your sales message centered on how YOU meet those needs, we believe you can achieve an 80% closing ratio.



So as you think through your messaging, we have found a framework that can help you achieve dramatic results.





Developing your Message

The critical focus of every great salesperson is perfecting a clear, concise and compelling value proposition, and unfortunately, most sales people do not have a clear message which leads to not having an effective sales pitch. Using the C3 messaging framework will help you ensure you have a high-impact message to your potential customers.

You want to make your message:

1

Clear

Is your value clear?

2

Concise

Can you articulate it in one sentence?

3

Compelling

Step back and ask if your message is compelling to the customer.

In using this framework you will find you may, like a deck of cards, have 52 different ways you add value to your client. However, people can only remember up to three ideas at once. So, imagine your sales message as a deck of cards. In most games you would want to play, in order, the Ace, then the King, then the Queen card.



"So, imagine your sales message as a deck of cards."



Ace

I help people narrow down their options in order to find the best investment possible to achieve their financial goals.



King

I seek to understand your biggest fears in the transaction in order to create more peace of mind throughout the process.



Queen

I have a customized method that helps the client finish the transaction 50% faster than my competition. This ensures you get the best rate in the easiest method possible.

You will notice the focus of that messaging was 100% centered on the customer's needs and how his or her service will bring substantial value to the customer's needs.



Exercise

Think now about what your Ace, King, and Queen message (your top three value propositions) would be to your clients.



Pitfalls to avoid

Do not focus on what you do. Focus on what value it brings to the customer. Remember, the more they talk, they better YOU sound.



Best Practices

Find common ground with your client.

Finding subjects that you both have in common is a great way to connect. This shows your client that you are interested in getting to know them. Share your desire to help them grow.

Make sure you stay high-level on what the customer needs.

Studies have shown that the biggest weakness sales people have is that they focus only on themselves. Rather than trying to sell them with your pitch, make them trust you by showing them you understand their needs.

Remember that it's all about your client.

While you're talking to them, compliment them. While you are on the subject, show them how you can help them.