



Ten Reasons Why **The 40|40 Solution** Will Attract Buyers and Drive Sales



By Don Phin, Esq.

- 1. Every day critical sales are lost for no good reason** – Do your salespeople ever blow a sale, where there was every logical reason for the prospect to buy...and yet they didn't do so? Of course they do... probably every day. These sales aren't lost due to logical reasons, but due to emotional ones! The lost opportunity costs associated with mismanaging the emotional energy in the sales process is ginormous. Simply creating the opportunity to have a sales conversation is expensive and you can't afford to lose that investment because of nonsense occurring during the sales conversation.
- 2. As Shakespeare said, "All the world's a stage"** – Fact is, every sale takes place on an emotional stage. On that stage, there are victims, villains, and heroes. The emotional stage is omnipresent, whether your salespeople realize it or not. As soon as the salesperson and prospect meet, the emotional drama begins. It's what is going on below the surface of the conversation.
- 3. As we learned in Sales 101, facts tell, and stories sell** – In the age-old story of sales, buyers have been pre-cast into the role of the *victim*. This is true in every story about sales, ever. Caveat Emptor - Buyer Beware! This story resides in the buyers sub-conscious and is omnipresent. Because of this story, the buyer's emotional spidey senses have been developed to protect them when in a sales conversation. This is true even whe it is their idea to buy something!
- 4. Sales as Villainy** – Now, in every story about sales, you guessed it, the salesperson has been placed squarely in the *villain* role. The used car salesman. Selling snow to an Eskimo. The desperation of Glengarry Glen Ross. Salesperson as cheat and manipulator. If you think about it, ever since Jesus kicked the merchants out of the Temple, sales have been viewed as aspiritual, as unclean. Who wants to suffer that judgment?

Many of the highest paying positions at most companies are in sales, yet few people venture into it. This is because emotionally they don't want to be cast in some villain role. I was counsel for a few Network Marketing companies, and the greatest challenge they had was getting over this huge emotional hurdle. It was like an emotional border wall. Recruitment was difficult, because even though they told of great financial opportunities, people didn't want to be villainized when they try to sell soap to a friend or neighbor. Or a cell phone plan, or an insurance policy. Or any other product or service. So they don't even try.

- 5. Salesperson as Hero?** – Most people I know in sales believe in what they are selling, and if asked, would view themselves as a *hero* in the sales story. Unfortunately, they get so wrapped up in their own emotional needs that they seldom consider the buyer's. The salesperson doesn't



understand or consider how their emotional energy can trigger that of the buyer's and immediately place them in an emotionally defensive position. It is not what the buyer is thinking about the situation; it's what they are *feeling* about it. If they don't feel emotionally safe, they won't buy.

The emotionally savvy salesperson considers how they can allow the buyer to be the emotional hero in the sales story. Learning how to sell while supporting the buyer's emotional needs is a total game changer.

6. **The emotions don't listen to logic** – Have you ever been able to control somebody's emotions simply by using your logic? I haven't figured out to do that yet, so I wish you good luck trying! Logic doesn't work because the emotions *feel* through things, just like animals, babies, teenagers... and buyers do. That feeling through things thing is always there, no matter how old or smart somebody gets. Understanding how to gracefully manage the emotional energy on both sides of the sales process is key to today's sales success.
7. **It's not just about "emotional intelligence"** – While the last 20 years have exposed us to an excellent discussion around the concept of "emotional intelligence", it can only be a partial solution, because the intellect is not what caused the problem in the first place (I think Einstein once said something about that). The other part of the sales solution is governed by what I call our "emotional energy." As a simple example, one of your salespeople can be the smartest person in the room, offering a great product or service, yet show up in a desperate, fearful, manipulative, hyper or controlling way. Doing so will trigger an energetic emotional response in the buyer because of the vibe given off by the salesperson's "presence."

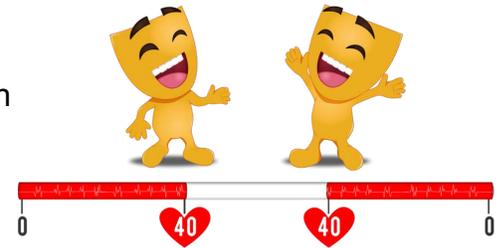
As I like to joke in my presentations, the antelope need not have a conversation with the cheetah; it feels the vibe and splits! In the same way, buyers will feel the salesperson's vibe, and if it's not right, they will split too! The opportunity is gone and the salesperson doesn't even understand why.



8. **The 40|40 Solution is a metaphor and unique insight** – 40|40 describes how we want to show up in a sales conversation. If we are 20%rs and too weak, or 80%rs and too strong, we will either lose the sale or eventually regret having made it. While 50/50 may be our notion of fairness, it is too close for comfort. At 40|40, the 20% left in the middle, provides the emotional space required to have a sales dialogue and co-create workable solutions. *Only at 40|40* can BOTH the buyer and the salesperson be heroes in the sales story. What could be sweeter or more profitable than that?!



9. **There are simple, yet powerful, formulas to move to 40|40** – Salespeople can learn the formula to bring themselves from 20% to 40%, and help buyers move from 20% to 40%. Conversely, they can learn the formula that allows the 80% salesperson to move to 40% and allows the 80% buyer to calm down and move to 40% too. When we learn how to create a 40|40 sales game, we will *attract people and generate sales because of who we are*, not just because of what we are selling. 40%rs love having buyers be the hero in the sales process. They sell through connection. When that happens, their sales become an act of service.



Because I know how helpful and transformative this understanding is, *I love teaching these 40|40 formulas!*

10. **I finish with this thought** – Anyone who has been in sales long enough has witnessed the situation where a salesperson has become financially liberated, and as a result, need not sell out of personal fear or anxiety. Amazingly, while using less energy, their sales get even better, because they can emotionally allow the buyer to be a hero in the sales process.

Question this: What if our people could learn how to “become” that 40%r salesperson *before* getting financial liberation...so we can all accelerate creating financial liberation!

That’s what **The 40|40 Solution for Sales** is all about... *financial liberation*... and why I’m here to help you skyrocket your sales!

To help you and your sales team master this powerful understanding, please contact me at don@donphin.com or (619) 852-4580. We’ll have a 40|40 conversation and take it from there.

Here’s to your sales team playing The 40|40 Sales Game.

All the best, Don

