



How to Sell More by Using the Psychedelic Turtle Lead Exchange

By Craig Elias, Founder and Chief Strategy Officer, InnerSell, Inc.

How many sales opportunities have you lost to competitors who seemed to have the inside track? It's likely the buyer purchased from their Emotional FavoriteSM, sometimes called their 'Go To' person.

Selling goes beyond communicating the value of your products and services. Selling is also about communicating the value of doing business with you. It is about connecting with buyers so you become their Emotional FavoriteSM aka 'Go To' person.

Success in sales requires three things:

- 1) A viable product or service that addresses a need
- 2) Credibility
- 3) Timing – being in front of the right buyer at the right time

Some sales people claim that in sales timing is everything; experienced sales professionals know **timing is the ONLY thing**.

There are a plethora of credible businesses with viable products. To be truly successful at sales you need timing - to be the first or second person motivated buyers talk to when they need something.

There are three simple ways to get timing:

- 1) Sheer numbers – if you contact enough buyers, you'll eventually find opportunities
- 2) Referrals – someone tells you the buyer has a need for your product or service
- 3) You become a buyer's Emotional FavoriteSM – motivated buyers call you first

The Value of Being First

Being one of the first suppliers in front of buyers at the time they need what you sell is key to getting the business. The reason is once the buyer begins to shape a solution around a vendor's product or service, they become emotionally tied to that solution. Buyers are busy people and they tend to make decisions and move on to the next problem.

Who Is The Emotional FavoriteSM?

The Emotional FavoriteSM is the first person a buyer calls, regardless of what they need. Think about the last time you purchased a product or service. When you picked up the phone, did you call the person who helped you in the past? The person who adds value to your business or your career every time you ask for their assistance? Chances are you did. The fact of the matter is most people do. They make emotional decisions and rationalize them afterwards.

It used to be that people bought from those they know, like, and trust. To be successful in sales today, you need to go one step further and connect with buyers to become the person the buyer knows, likes, trusts...**and wants to see succeed** – Their Emotional FavoriteSM.

Becoming the Emotional FavoriteSM

So, if being the Emotional FavoriteSM means being the person the buyer want to see succeed, how do you create this relationship? Start by asking questions about the buyer when you meet for the very first time and at the end of EVERY sales call.

Think about the last time you encountered a 'stereotypical' sales person, the one who immediately launches into a sales pitch. How did you react? After a minute or two, did your eyes glaze over? As the sales person drones on, you stop listening waiting for an opportunity to end the conversation. Ultimately, that sales person falls to the bottom of the list of people you call when you need something. Not where you want to be if you're the person looking to become the Emotional FavoriteSM.

Asking the Right Questions

Obviously, you're not going to start with 'Hi, I'm Craig. What's your greatest challenge?' Start with open-ended questions: Ask about how the latest government policy changes, or shifts in technology have impacted their business. Relate their business to your other industry contacts and share some of your own insights. Then you can ask about their greatest challenges and you will likely get the answers you are looking for.

Frame your questions outside your existing sales professional to prospect relationship because by default, your customer will answer in terms of your products or services. Start with "Let's forget about what I do for ABC Company for a minute" and ask:

- What is the biggest issue you have that you just can't get to? or,
- What is the one thing you are looking for but can't seem to find? or,
- What issue have you tried to solve but can't find a satisfactory solution to?

Now shut up and listen! *When the buyer stops talking, wait 6 seconds and listen to what they tell you next. First they'll tell you about the problem. If you don't interrupt them, they will then tell you how the problem impacts them and the rest of their organization.*

Now you have the enough information to connect the buyer with a solution. If it's not available through you perhaps you know a colleague who can solve the problem. If you don't know a colleague who can solve the problem, then connect the buyer to a solution by using the [Psychedelic Turtle Lead Exchange](#) – an online lead exchange that has a rating system for the vendors – to pass leads to vendors who have a track record of delivering. By using the [Psychedelic Turtle Lead Exchange](#) to pass leads to vendors you, or if you want, your favorite charity will earn a finder's fee for every lead that results in sales.

What Are the Benefits of Using the Psychedelic Turtle Lead Exchange?

- You develop superior customer relationships
- You differentiate yourself from your competition
- You become the buyer's Emotional FavoriteSM aka 'Go To' person
- You sell more by getting called first when buyers want what you sell

Most customers don't tell you of needs they think are unrelated to what you sell. When you ask the right questions, you learn of opportunities to add value to buyers, become their Emotional FavoriteSM, and get called first when they want what you sell.

About the Author

Craig Elias, is the *Founder & Chief Strategy Officer, InnerSell, Inc.* **and the man behind the modern revolution in sales strategies.** For almost 20 years, Craig Elias has been a top sales person at EVERY company that has hired him - including WorldCom where he was named the #1 salesperson within six months of joining the company.

Craig's ideas, expertise and strategies are highly regarded, most recently winning him a **\$1,000,000 prize in a global "Billion-Dollar Idea" pitch competition.** Since then his company InnerSell has been featured on [NBC news](#), in The New York Times, [Sales & Marketing Management magazine](#), The Wall Street Journal, [Business 2.0](#), and was recently selected by Dow Jones as one of the 50 most promising companies in North America.

About The Psychedelic Turtle

The Psychedelic Turtle helps small and medium sized businesses leverage web based marketing tools to grow the demand for their products and services. We focus on software and business information systems that assist with sales and marketing. The [Psychedelic Turtle Lead Exchange](#) is an online sales resource used by small and medium sized businesses so that no matter what a buyer needs they can get it through them and is powered by InnerSell. You can learn more by visiting the [Psychedelic Turtle Lead Exchange](#) or contacting Patrick Boyle by email (patrick-boyle@comcast.net) or phone (781-647-3692).