

# ACCELERATOR

The Sales Success Publication

EDITION  
Vol. 2 | Issue 9

philmjones  
helping your business reach new heights



## Guest Interview:

Kriss Akabusi – His story and how to make it happen

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What are your referral generation tools?

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Banish that fear of rejection  
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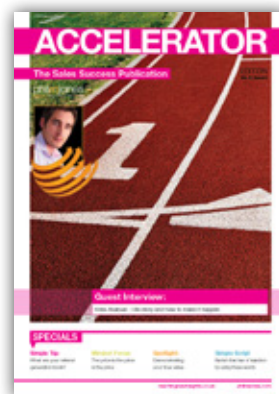


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## Welcome

**My name is Phil Jones. I would like to welcome you to this month's edition of Accelerator, your sales success program.**

Every day, as business owners and sales professionals, we find hurdles that stand in the way of our success. Attitude is clearly important, but wanting to do something is only part of the journey. Knowing what to do and how to do it is often the missing piece.

You are keen to learn, grow and improve in all areas of your life. I don't have all the answers, but I do have an abundance of tried, tested, and proven methods that have worked for me and if you are prepared to take action, they will certainly work for you, too.



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## Who is Phil Jones

**An award winning business educator, Phil Jones is committed to helping organisations grow to their true potential.**

His vast experience in a variety of sectors has resulted in him being recognised as an authority of **sales psychology and negotiation, for increasing corporate turnover and profitability, and for drastic business development**. A motivational, enthusiastic and inspiring speaker, coach and author, Phil has helped thousands of business owners and sales professionals to realise their route to success and how best to set out to achieve their goals.

Founder of Reaching **New Heights** and **forum Business Development Network**, Phil continues to provide an excellent support system to the local business community – the heart of the UK economy.



# SPOTLIGHT

## Spotlight: Demonstrating your true value

**Receiving a premium price for your product or service and getting people to seeing the true value in what you deliver are challenges that are faced by most people. The answer to this challenge is already out there - we're all customers too. Ask yourself the question, why is it that you've chosen to pay a premium price for a product or service over and above something else? We need to find some new context; here's an example...**

I was looking to buy a piece of jewellery that would make somebody feel special and was looking around a number of different jewellery manufacturers. Prices ranged from as little as ten pounds for a small silver pendant up into the high hundreds of pounds - "how do I distinguish which one do I buy?" I ended up shopping with a retailer called Tiffany and Co. Tiffany and Co are a premium brand, they're a luxury jewellery manufacturer and I bought a pendant that contained quite a small amount of silver. In fact if I was to weigh it and look for the scrap value of the silver, I'd be talking about tens of pounds yet the retail price of the product that I bought was in the high hundreds and I was delighted with the purchase.

There was one key factor in the difference between the pricing and that was the packaging. In fact the better we package our products or services, the more we can ask people to pay for them. The perception upon high levels of packaging means that the prices go up. When I bought that small silver pendant, it was in a beautiful turquoise aqua box. It was foam-lined, the lid was of a high quality card with a great finish. That box was placed in another box. The second box was wrapped with a white bow, beautifully tied. The beautifully tied box was placed in a stunning little bag, again in high quality paper carrying the same logo. The bag was then filled with some branded tissue paper to pad out the bag so it kept its shape properly. The bag was then sealed and finished with another white bow. I was then presented with my receipt, which was finished on a high quality piece of paper and placed in a guarantee envelope that was then sealed and presented to me like a gift in itself. The bag was then carried to the shop exit along with myself where it was presented to me like it was the crown jewels as I left the shop. The experience that I had in purchasing that gift was so strong and so vivid that I still remember it years on - but the detail in the packaging was what helped deliver the value.

You see there are so many other scenarios where people will pay a premium price for something because it's packaged right. When you go and eat in a top restaurant that demands high prices for the same basic raw ingredient, just packaged in a different way is all based on the complete experience; the greeting in the arrival, how they take your coats, how they present you to your table, how they pulled the chair out, how they present your napkin to you. You assume that the quality of the product must be good - the packaging creates the experience - It's the way it is presented on the plate. As they give us rock star service throughout we feel great about it and then because that whole experience is being packaged beautifully, when they bring a bill at the end that includes some quite heavy numbers, we feel great about it.

Perception is reality. If you want people to pay more for your product or service, let's improve the way it's packaged. Could you create an exclusive proposition that packages part of your product or services more so? Create a premium level of service and make it exclusive. Package it in a way that wows people and when you package it right, people will see the value. It will make them feel great and they'll be happy to pay a premium for it.



# SIMPLE SCRIPT

## Simple Script: Rejection free secret inviting formula

**This simple script is a way of allowing you to introduce your product or service to absolutely anybody at anytime completely rejection free. Being fearful of rejection is a huge barrier to overcome in order to gain the success that you know you're capable of.**

We need to understand a little bit about the power of words and I'm going to share with you some additional magic words to allow you to be able to take advantage of this secret inviting formula. We need to understand the power of the word 'BUT. That simple three-letter word is used all of the time but usually people are unaware of its true impact upon a conversation. You've probably been in an employed position in the past where a member of staff has even said to you "hey you're a really valuable member to the team. We think that you bring some great contributions to our business...but" and then got on to deliver some bad news? The thing is you only ever remember the bad news. The word 'but' undoes everything that preceded it in a conversation. I would typically advise you to avoid using the word 'but' and replace it with the word 'and', however, in this context the word 'but' can be used to create a double negative. Two negatives can go on to make a positive and this is what we're going to use in our secret inviting formula.

Let's look at this secret inviting formula and see why the word 'but' is so important in it. I'm going to start the words "I'm not sure if it's for you" now if I start a conversation with the words "I'm not sure if it's for you" it's completely rejection free. I'm not suggesting that I'm trying to force my product or service to anybody. By finishing that set of words with 'but', the first statement becomes undone. What I'm really saying in that directly to the subconscious brain is "what I think you should do is ... "

Let's all stitch it all together. If I say "I'm not sure if it's for you but you wouldn't happen to know one person who's interested in..." and then insert your product or service, you can invite people to step into your opportunity time and time again. For example, recently



I've been working with a number of people in the network marketing or direct sales industry. The example that I gave to them was quite literally "I'm not sure if it's for you but you wouldn't happen to know maybe just one person whose open minded, has a spare five hours a week and is interested in earning an extra 200-500 pounds a month in as little as three months time?"

From that very example, people were happily going out, inviting people into their opportunity, and they are now building bigger business at a faster rate than they ever have been before. Go try it for yourself.

**By finishing that set of words with 'but', the first statement becomes undone. What I'm really saying in that directly to the subconscious brain is "what I think you should do is ... "**

# MINDSET

## Mindset Focus – The price is the price is the price

**Getting your mind right is crucial in sales. What the little voice inside your head is saying to you on a day by day basis as you're going out into the market place will be a critical factor on whether you will or won't reach the levels of success that you know you're capable of. An area where mindset focus is remarkably important is in that whole area of pricing and, in particular, when we deliver our price to a customer. In many cases, when people are talking about their prices they hide them from their potential customers or they deliver them in a way that lacks confidence.**

If a price is delivered lacking confidence, it indicates that that price is negotiable. I've heard people say things like "we would typically charge..." or "our prices start from..." and what that is saying to people is "here are our prices but please feel free to negotiate." Think about some examples where you've negotiated on price in your life, like a house purchase or a car. If you've knocked somebody down, you've beaten them up on price, how do you feel that moment when you got them to come down in price? Pretty good? What about when you wake up in the morning or a week later? Have you ever found yourself thinking "I wonder if I'd gone for a little bit more..."?

Let's just imagine what the other person is thinking. You've been negotiating with them; you've beaten them up on price. They've accepted your price on the day. On that moment I'm pretty sure they're thinking "Great! I finally managed to sell this!" but how are they feeling the very next morning? Possibly thinking "I wonder if you would have paid a

little bit more?" Both parties end up disappointed, uncertain as to whether they got the best deal.

Let's take another example. You find yourself going into your local supermarket. You fill your trolley up all the way around the supermarket, you get to the check out, you scan all of those items at the till, the shop assistant says to you "it's £111.26", do you then find yourself at that checkout saying "what about a £100 for cash?" No you don't; you hand your card over, you pay and then you never ever think about that transaction again because both parties know that there was no better price.

We must be proud of our price. We must be certain the price we're presenting for our customers at that given time for the required product or services exactly the right price; being proud of our price means that we wear it on our sleeve, means that we make it easy for people to find. Let's look at examples where people are remarkably proud of their price...

A huge part of my background is department store retail and a particular offer that I remember was for Levi jeans at just £25 per pair. Levi jeans are a huge desirable brand. There are many people that will only wear Levi jeans so when there was an offer we would have queues of people looking to buy them. To promote that offer, what did we do with the price? How big was it on the poster? You see the crazy thing is we filled our shop windows with posters that were nearly 30 foot high with the price saying "Levi Jeans £25" we were so proud of our price that the perception to the person reading those posters is these deliver fantastic value. In fact, the louder that you scream about your price, the more bowed you are that the price is the right price, the better the perceived value.

I hear people introduce their product or service and when they're saying about their price, they say "we can do this for around £600.00" I can take the same number and I could say that "we do all of these for only £600.00"





It's the same number delivered in a different way. Delivered with passion and positivity that it's the right price and you're proud of it, you'll get better results. Deliver in a way where you're uncertain that it's the right price, you'll enter into difficult negotiations where you'll find a challenge.

Worse than uncertainty is what happens when you don't share your price with anybody. Imagine you're walking down a beautiful cobbled street in London and you see a beautiful boutique. In the window is a stunning piece

of jewellery that either you or your loved one looks at and says "wow I love to own that" This item has no price on it - whatsoever. To find out the price you've got to push a doorbell to gain access to the shop... what do you assume about the price of this item of jewellery? With no information given, the assumption on price is that it's high. When we don't make our price clear, we're not proud of it, we don't scream it from the rooftop; we leave the potential buyer to make their mind up. Not being proud of your price could prevent your

customers from talking to you as they fear they may end up embarrassed. Embarrassment is one emotion that nearly everybody would move mountains to avoid. Nobody wants to feel embarrassed. Be proud of your price, shout it from the rooftop. Get your mind right to the fact that your product or service delivers fantastic value that the price you're asking for is exactly the right price for your product or service and don't ever, ever negotiate or waiver from that price if you want people to believe you more often.

# INTERVIEW

## Guest Interview- Kriss Akabusi

This edition's interview was a real delight and an honour for me to conduct. Getting to meet a childhood legend, somebody who inspired me at a very early age was something that filled me with delight as I travelled down to meet Kriss Akabusi.

Kriss is famous for his achievements in athletics where his greatest individual triumph was his gold medal in the 1990 European Championships where he also beat David Henry's 22-year-old British record. He began his international athletic career in 1983 as a member of the 4x400 meter relay squad and will probably always be remembered for helping Britons clinch the gold and beat the Americans in the World Championship relay race in Tokyo 1991. In 92, he was a three times Olympic medallist, World European and Commonwealth champion; Kriss was awarded an MBA by her majesty, the queen. He starts into television and entertainment began when he presented The Big Breakfast. This was followed by a full time position as co-presenter with BBC's record breakers. He's gone on to present various children programs and appears regularly on game and chat shows where the brief is about fun and entertainment. Kriss is currently the CEO of the Akabusi Company, a corporate communications and training company where his marvellous personality and reputation as a fantastic public speaker has made him a very popular and attractive advocate.

Kriss Akabusi was born in London on 1958 to Nigerian parents. He's a strong family man with a passion for helping others. His hobbies include teeing off at his local golf club and avidly following his favourite football team Westham United. Kriss has got so much great stuff to share, so many fantastic stories so let's move to this edition's interview.

**Phil:** Hi Kriss! Welcome to Accelerator.

*Kriss:* Hi! Good to meet you.

*Phil:* Good to meet you to. It's an absolute delight to be down here with you today and to get to sit face to face with a legend of such high pedigree who's achieved so much in their life. What's new with you right now, Kriss?

*Kriss:* Life is sweet; I always say life is sweet. It's treating me well. Right now the biggest thing in the buck for me is I'm right in the middle of my MBA, an executive MBA program. I've been in business; I've been in business for 35 years. I've been a sportsman, I've been a soldier, I've been a television personality and now in business as a professional speaker, the focal point of my speaking is about the experience as a peak performer in the athletic arena. It's 2012 at the back of the phenomenal Olympic Games, great success that it was for them GB and I'm aware that out of that event with the whole cohort of Olympians who matriculated and are now into professional speaking space. Part of my MBA is to brand me out of that crowd. I have studied on the administration of business. I'm making sure that when I'm actually on the platform, I can speak from an academic as well as experiential point of view about peak performance in the arena. That's new for me, very excited. It's stretching me. I'll start talking about embedded sustainability and financially probity etc. it's a massive stretch but it's a fun way to go.

**Phil:** Okay, what would be maybe the high, the peak of your career in your own mind?

*Kriss:* I would find that question – what's your high point, like asking which of your children do you like best? I have a lot of phenomenal high point and quite clearly for most of the people that are listening to the program and have sort of affinity with me, they'll know that I was an athlete, an international athlete and if you're taking about





*athletics, being England team captain was a massive high up for me in my athletic career, being a European champion and a British order for the 400 metre hurdles, massive highlight in my career. One thing that's embedded me indelibly into the psych of the British public is being part and parcel of the British 400 metre hurdle team in 1991 that went to Tokyo and became champions of the world, beating the mighty Americans – a massive highlight on my career.*

**Phil:** One thing I love to quiz successful people on is where is the tipping point? Where did you go from sort of threading the boards like everybody else, having a go, trying to make a living to realizing that you had something, a gift or something that made you exceptional.

*Kriss: I was going to join the army. I left the children's home, I was 16 and I met a guy there, Sgt. A. McKenzie who drastically changed my life. I left school, very under qualified, wasn't the brightest tool in the bag but when I joined the army and met Sgt. McKenzie, he saw me one day in the PE class, he called me across, he said "Aki Smith, you got some potential" he saw my potential, invited me to his home, adapt the 20 program and bought my very first athletic spikes and a year later, I was the army champion for the individual 400 and he told the whole army, there's something in the army, major personnel listen to this will know that "at the end of every day, they write up orders and orders tell the camp about all the success that are happening throughout the day and they also tell the camp about future happening" and in the morning*

# INTERVIEW

## Guest Interview- Kriss Akabusi



*I wake up and I see my name there, that really pound me, that really got me excited about my future and the rest of the year he worked with me, took me to his house every weekend when I wasn't going home because I have to home to go to and he talked to me about potential – even Olympics which is way above my head but that becoming a junior champion then becoming an army champion which ultimately, 6 years later, led me to sitting on the blocks in 1983 at a UK Championships. I was to become the UK champion that year and that was my very first one of becoming an international athlete. For people who are listening, you don't know who you're talking to and you don't know how having the time to speak to a young man what that might do. Sgt. McKenzie, I realize now, he wasn't a great athlete himself, he was an army athlete but he wasn't a great athlete himself but he was a great communicator. A great person who could actually spend his time, he gave me his time. He was the very first person who showed a level of intimacy and selflessness to me and I know that without Sgt. McKenzie I wouldn't have been able to compete in a level I did for United Kingdom. Hat's off to him, he was a person who showed me the way.*

**Phil:** Important guy, let's fast forward 1991 and you're in the situation where you're famously going up against 4 guys who are supposedly the very best in the world at that moment in time and on paper they can't be beaten. It's interesting I watch videos back on this and I remember watching as a 10 year old child, I can remember it vividly. I remember the situation I was sat in with my parents at that time as I was watching this race and the anticipation and all I can remember people talking about was "I'm hoping that the gamble pays off" was it a gamble?

**Kriss:** Let's put it this way, if I was to canvass your audience and ask traditionally, and this is 21 years after the event, but still today ask traditionally in reality where does your best man go? 9 out of 10 of the people listening would say "your best man goes in the last leg" even today when we the British team put that mould. The British administration at that time had picked a team to guarantee to get a medal and that team was Roger Black, Derek Redmond, John Regis and myself and the running order per tradition was going to be the best man was on the last leg. The only other quarter miler Derek Redmond on the first leg and

then the two interlopers, John Regis and myself are the second and third leg. I'm going to run the second leg because I have more experience than John and in the second leg you do need a neat experience of cutting because you got to cut in after the first hundred but we the athletes knew that we had an opportunity to go for gold but to do so we need to take some risks and those risks entailed making sure that our best runners started the event, didn't finish the event because if you look at the history, we have seen that there have been a pattern emerging that the Americans have been undefeated for 50 years began to over time dominate right at the beginning. The first leg you see a gap 6 – 7 meters, second leg 2 -3 more, the third leg 50 metres clear and one thing is clear, that if the American have a 50 meter lead and then put the man, Michael Johnson on the last leg, you aren't going to have a chance. In fact it's questionable whether you can have a chance of beating him with a 15 metre lead. Michael Johnson was the Usain Bolt of his day in the 400 metre leg. It was a massive risk when Roger, Derek, John and old Akabusi decided amongst themselves whether they'll go for gold because the worry for the administrators was that in going for gold, you might lose everything because it was clear that the team they'd pick and the way they pick would get a medal, bronze or silver but you would medal. We were going for gold and the idea was to get up there and be in contention and you got Jonathan who won the third leg and he stayed in contention, Akabusi would have to tackle the world champion for the individual 400. I'll remind you at that stage I got a bronze medal in the 400 meter hurdles; I'd have to tackle the world champion. Yeah, tackle the world champion and you don't beat him, you become second, that's the way it goes but getting to that scenario and someone drop the baton, John ran the third leg, blows his socks off, dives for the last hundred meters, ends up trying to be fifth, Akabusi stumbles across line in fourth place, it isn't happening, that's a risk but actually you know what? Sometimes in life, you got to dare to be different and go for gold.

**Phil:** The difference between gold and silver is so often is the difference between first and second in a business presentation or when in a business. Second price doesn't forgive you silver medals in the business world, you either win or you lose. What were the ingredients that went into it? What can we learn from that?

**Kriss:** The first thing I think is what you had is a group of guys that like each other and in business you don't have to like each other but it does help. A group of guys who like each other, a group of guys who trusted each other and the minute I will go for the trust equation what that actually means in mathematical terms – a group of guys who trust one other, trust is fundamental to the success in any sort of organization and the whole team. The trust equation goes like this.  $T (\text{trust}) = C \times R \times I / SI$ . C is credibility. You have a group of guys that were highly credible; we are this high performing team. We were previously European champions and one that wasn't a European champion but was the British record holder. Three of us have shown that when it mattered, we can perform in the arena. That's important! It's important when you're part of the team to look across the divide and know that that person there is a credible exponent of what they do. I don't have to know exactly what you do, I just got to know that you got the expertise and the time and the peer pressure support that you can deliver in the arena.

**Phil:** Yup!

**Kriss:** Next, reliability. Just because you're credible doesn't mean that you show up. So many times people don't show up on time, don't deliver on time and can be unreliable. What we knew that these four guys were technically proficient and prepared to do the work that required so that when they showed up, they're ready to deliver. These guys have shown over time, whether it be training, whether it be competing that when they show up, when they're in the room, they enter the room and they're ready to technically deliver reliability.



# INTERVIEW

## Guest Interview- Kriss Akabusi

Phil: Yeah

Kriss: Intimacy, intimacy is a word that can be so easily misunderstood. Intimacy has as much to do with vulnerability as it have to do with proximity. That you're vulnerable, that you're open, that you're honest, that you're authentic and that you share with the good dynamic and the vision where we're going and that sharing and being one, we were close. We understood one another. We were in the same sort of journey, in the same sort of trajectory and we were vulnerable to the environment, we were vulnerable to the opposition, we were vulnerable to one another but we're close with one another and that level of intimacy sometimes is what falls in business especially when you're in a collaborative organizations. You want to hold an air of mistake. You want to hold an air back of who we are and what we do. You got to be open, collaborative, you got to be distinctive, unique and yet together and on the same wavelength and then the equation  $C \times R \times I$ , you multiply that. Now I don't know the actual number, there's a number you can apply to that but it's divided by SI. SI stands for self interest. If you're in a relationship that's all about me "self-o, best-o who cares about the rest-o" that is a sure fire way of destroying team dynamic. No matter how credible you are, reliable you are and intimate you are if ultimately at any sort of decision making point is about me and what's in it for me, the relationship of the team, the collaborative organizing principle falls apart. I spoke about John Regis – John Regis could quite easily have said "I'll make a name for myself here. I want to show the world how good I am. I am going to blast past the back straight and open up the gap and who cares if I blew an arm straight" or "where's Black?" because it's easier said "I am the best athlete in this team and by tradition the last leg is mine. I don't care what your hopes and fears are, dreams are, the last leg is mine" that's self-interest at work.

Phil: Yeah

Kriss: But both of those guys were to stand back, look at the plan, understand the process and find their role in the process for the common good.  $T = C \times R \times I / SI$ , we have a great team because we understand that equation emotionally and intelligently.

Phil: Some great lessons there. I just want to make me unconscious at times when I want to cut them all nuggets from you Kriss and one would be what lessons have you been served? What's perhaps the key lesson that's been given to you at some point in your career or life to date by somebody else?

Kriss: When 39:33 came along, I had to change my event and what I had to do then is go back to school, start again and often ego – I talk about ego along because ego is so important. It really drives us to achieve but can also hold us back from achieving because we're scared to do something different. I have to put my ego in check and ask for help. I say asking for help is a strength and not a weakness and often when you got ego in the way, you won't ask for help. Another set of mind is peak performers never look up to role models. They always look into role models. I have to step back look at the role models in my new found arena and then ask for help. After learning the basic fundamentals, I went to a guy called Pete Warden who is UK's formidable master coach, after getting the basics I travelled with my coach, Marc Whitman, transatlantic to Edwin Moses who in my industry the 400 metre hurdles was the very best in the world, 10 years undefeated, 122 consecutive finals, World record holder, Olympic record holder, a good place to go to learn at the hurdle and went with him and he showed me something that the greatest people in their field have no problem giving information. I tell you what, if you want to do something, go to the very best people in the field because the best people in the field, share and you know why - because they're not scared of your ability or your intellect. At that point, they still think they're better than you and they know that if you're

*the next person happening, you would help quite a bigger pie. If I look at you and I see this young lad, I'm not being rude in front of me you're a very young man, I sat with you, I love your energy, your enthusiasm, you got a great story, I know that if I can help this young lad, he'd create a bigger pie. I then go and share of your pie, you understand?*

**Phil:** I understand

*Kriss: That's the idea. The idea is if you have success in the arena, you want young, hungry, vibrant, eager people coming to your field. You give what you got, they reinterpret that, they recalibrate that, boom! They create a bigger pie and your slice is massive. Alright, that's what I love from athletics and Ed Moses invest in me and look, I never, ever superseded Edward Moses, I didn't but let me tell you what happened. I went to Ed Moses, I changed event and went from being the baggiest man in the 400 flat to being number 3 in the world for three consecutive years in the 400 metre hurdle and I sit in front of the news everyday, I cant believe it but 22 years after setting the British record, I still hold the British record today. I'm one of the very first Briton to do it under 40 seconds. I wont be a British record holder for long but by putting my ego to one side, asking for help because it's a strength and not a weakness, I have been able to leave a legacy that others will go on to build on. That was a key learning for life from life.*

**Phil:** Kriss Akabusi, it's been absolute pleasure and privilege, a real honour to sit and share some ideas with you. I've taken so much from the interview. On behalf of myself and everybody else listening in right now, I would like to say a massive, massive thank you for giving up some of your time today and where can I point anybody if they want to find out some more of you or getting in touch?

*Kriss: Well what I want to say to you is thank you very much for giving this privilege. I earn my money as a speaker but actually even if you don't*

*pay me, I will do it and perform. It's great to know, look as speaking to you and in talking to you I know potentially 7 billion people will get to hear this audio. If only one person gets touched by the things that we've said and uncovered and goes on to do something I could dream impossible, that is my gift to myself and to the world. Look, in a telecommunication world, internet world, I'm on the internet akabusi.com, come, and visit. Say how you felt about the presentation but more importantly let me know how you're doing. Just come along, I'm in a great shape, life is sweet. I do know this and I do really believe this, give and the world gives you so much more. I'm happy with that.*

**Phil:** Agreed, thanks again Kriss, have a great day.

*Kriss: Bless you too mate.*



# SIMPLE TIP

## Simple Tip – Referral generation tools

**We all love referrals, where other people will introduce our products and services to their network and allow us to make contact. Two-thirds of the job is already done. If we can provide a catalyst for conversation, something that will allow people to talk about our products and services freely and easily, then we're bound to get more referrals.**

There are three main tools in our business that we use and systematically deliver to customers to act as that catalyst for referral.

### 1. CERTIFICATES,

Every workshop delegate receives a certificate that says they've attended and what they've learned from that day. At first we used to provide a certificate in an envelope for them to take away. More often than not people were grateful but they would go on to file it or they'd leave it in a pile on the desk. It would be very rare that they display that certificate to anybody or put it in a location where somebody else could see it. So we decided to frame that certificate and present it to people properly. We currently distribute around 2000 certificates per year and in framing a certificate, it increases our chances of that certificate being displayed. Right now we have hundreds of our certificates on office walls, in people's bedrooms, in their living rooms that continually reminding them of their experience to do business with us. What they're also

doing is acting as a conversation starter for other people who enter their environment. I have won tens of pieces of business that I know for certain have come as a result of those conversations. You may or may not be able to issue people with certificates but you may be able to issue them with something, with your logo on it, that they would be prepared to display in their workplace and in displaying it in their workplace, you too will start to benefit from those conversations and the referrals those conversations bring.

### 2. HAND WRITTEN CARDS

I don't know anybody who ever has been offended by a receipt of a card where the message is being sincere and written by hand and the envelope in turn is written by hand and a picture of the queen's face is placed in the corner. On average I send around 2,500 cards to my prospects, my customers and my suppliers. Sending a card over and above a compliment slip will do one of a number of things. Firstly, because it's heavy weight in terms of its paper content versus a compliment slip, its desired value or its perceived value by the recipient is significantly higher. Secondly, because that piece of card now is folded in half, the recipient can't help but put it up for a period of time. It will sit on a mantle piece, a desk or a shelf for a period of time. People display their cards like they're treasured. If that card is showing your logo and full of intrigue, what will often happen is somebody will

come in to that environment and ask the question "what is the card for?" and that conversation will lead to your business. Be sending cards to your prospects; don't be sending letters or emails if you want to generate referrals.

### 3. NOTEBOOKS.

We have a series of branded notes, from basic simple notepads up to some high level top quality journals. Our top quality journal includes our logo and the six stage sales process inside it along with 500 high quality pages that are blank for notes. I share them with my coaching clients; I give them as a gift. They are received with high integrity and high value. If I gave out a notebook that's already full of content, they take it as valuable and store it on a shelf. Because this is a journal for them to complete as they see fit, it's something that they will own. They'll take it about with them; they'll use it in meetings with other people. When they use it with meeting with other people, first they're getting a reminder of my business, and secondly, other people ask "who's Phil Jones? Where did the book come from?" which provides a catalyst for conversation that leads to referral.

What can you use in your business that you can start to gift to people that would allow them to display it in their workplace, use it in a regular basis or take it out and about with them for meetings with customer? What ever it is would allow them to start talking about you and your business more often and hence generate you stacks more of referrals.



# BUILDER

## Article 7: Business Builder – Grow your community

**A business builder is a tool that you can use in your business to either acquire more customers, get customers shopping with you more often or spending more money each and every time that they shop. This business builder is a tool to help you increase the number of times that your customer base shops with you and the lesson comes from something that I've seen in the world of celebrity or in the world of famous people. In fact, so many people start the wrong way around when they're looking to sell to their customers. You've all heard of that old saying that "great products sell themselves" is that true? I'm guessing you've got great products and services, great things in your repertoire that you could be selling to your customers but right now aren't selling at the level or the volume that you would like. If we look back in history and we look back at all great products, they haven't always sold themselves. There's always a tipping point or opportunity or a chance, something that acted as a catalyst that allowed them to sell more than they'd originally done when they put the work in.**

What we all need in order to be able to sell our products and services easily is a distribution channel, better known as a community. Jim Rohn once said that for you to be super successful you must find a way to serve the many and in today's marketplace, it's the servant that is the new master. It's the servant that gains the power. When you get laser focus on who your potential target market customers are, you can then start to treat those as a community of people then look at how you can build a community and serve a community. They become loyal and you can then continually introduce them products and services and they're ready to buy it before they even know what it is and before they even know the value of what it may deliver. We see this happen in the music industry time and time again. Great artists build fan base.

You have not been a customer of theirs for the last 12 months but you are a fan of their work. I'm encouraging you to build a community of people who become fans of your work, who love what you do, who you serve, who you deliver value to. Some of those people that become fans of your work will become customers. Some of those customers will become ambassadors and some of those ambassadors will become premium customers. People will step up as you go but it starts with a great big community at the bottom. If you want to build a massive business, build a massive community of people who become fans of your work - from that quantity, will breed

the quality of customers that you want and will create a distribution channel for you to continually plug in the great products and services that you're going to develop in the months to come.



## Always be closing – How to close after getting an objection

**When a potential customer raises an objection to you, it can become difficult to close the sale - scenarios where people say things to you like “I need to speak to my partner” or “I just need some time to think about it.” What can we do in order to overturn that decision?**

Firstly we need to understand what an objection really is. An objection is simply a challenge of control. A lesson about control can quite easily be taken from the television. If you're watching a famous presenter, maybe somebody like Jonathan Ross on The Jonathan Ross Show, ask yourself who's in control of that conversation. The answer always is the presenter and the reason for that is because they're asking the questions. When somebody raises objection to you, it's them looking to challenge control. The only way that we gain control back is by asking the question in the alternative direction.

**1 Clarify the objection.** The first thing we must do to overcome every objection is to treat it no more than a question. We need to start thinking about how can we clarify that objection so that before we overcome it, we know what they really mean and we regain control. The words I would use in this scenario would always be “what makes you say that?”

If a customer says “I need to speak to my partner” you say “what makes you say that?”

If a customer says “I need some time to think about it” you say “what makes you say that?”

if Customer says “that sounds expensive” you say “what makes you say that?”

In doing so we find the real objection, the truer objection; what they really mean by what they say rather than what we think they mean.

**2 Find some level ground.** Have you ever tried to argue with somebody who says “you're absolutely right and I'm really, really sorry”? An objection is really no more than a difference of opinion. If we treat

every objection in the same way that we would of a conflict situation then we could diffuse conflict to create a level ground by both agreeing and apologising. It deflates the situation and gives a platform to be able to bounce back from.

### Example 1:

*Customer “I need to speak to my partner”*

*You “what makes you say that?”*

*Customer “I don't make any decisions without speaking to my other half first.”*

*You “you're absolutely right. I agree entirely. I wouldn't look to make any decisions without speaking to the other people in my family too and I'm really, really sorry to have put you in this awkward position.”*

*There's always something that we can agree upon and there's always something that we can apologise for.*

### Example 2:

*When the customer says “that sounds expensive” what I'm not suggesting you say is “yeah I agree entirely, yeah our prices are a bit steep” what I'm suggesting is...*

*Customer “well that sounds expensive,*

*You “what makes you say that?”*

*Customer “I've seen it down the road for far less”*

*You “I agree entirely. When I'm looking to buy things, I look for the best possible too and I'm really sorry I clearly haven't explained myself right”*

That's a magic thing you can continually apologise for time and time again; the apology for not explaining yourself right. It earns you the right to re-explain yourself.

**3 Find out if it's their only concern.** I'll ask that question quite directly, I'll say something like "outside of price, is there any other reason why you wouldn't look to do business with us? If your partner is thinking the same thing as you are right now, can you think of any reasons that we wouldn't move forward?" In doing so what we allow them to do is to come back with further objections or to say "no that's the only thing that's stopping us" you see if they come back with loads of objections perhaps it might be time to get out of there! But if they come back with one or two or they say "no that's the only thing" then we can go to work on overcoming that objection rather than having a game of 'to me to you'; when they give you an objection you overcome it and they throw you another one and you find yourself in a tug of war. You want to get them all on the table before we start.

**4 Tell them what we can do.** "that sounds expensive, they're doing it for £200.00 less down the road" I say "well what makes you say that?" they say "well really our budget can only stretch to £1500.00 and you're in at £1700.00" "I think that's interesting, I agree entirely when I'm looking to buy things I'm looking for the best possible value too and I'm really sorry I clearly haven't explained ourselves right. Outside of price, can you think of any reason why you would look to do business with anybody other than us?" and they say "no I'll be happy to deal with you" "so if I can match the price that they're doing down the road, would you place the order with us?" and they say yes. Now all I got to do is sell the difference in the product or service between what we've got and what they got. I've got choice and option, I could either bring my price down in line and do the deal at £1500.00 or I could sell the £200.00 gap. Now I can do that if our product or service proposition is different. If our product or service proposition is the same, that becomes more difficult. I'll either reduce my price or sell the gap. I never look to sell the £1700.00 service; I look to sell the £200.00 difference between what we provide and what our competitor provides.

**5 The summary close.** Close the sale in the safest way possible using a summary close (we

learnt about summary closing in a previous edition of accelerator) This is breaking a big decision into a series of small ones, encouraging easy yeses and getting your customer say yes at every part of the process.

Take those five steps to every objection that you've ever been given and you will no doubt be getting better results and instead of walking away from all of those sales right now, you'll be putting more money in your pocket and growing your customer base.



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# MAGIC WORDS

## "Don't Change"

**Magic words are words that talk straight to the subconscious brain. By now we should all know about the subconscious brain. It's that little voice inside our head. It's the part of our brain that only has yes or no options and if we can talk directly to the subconscious brain, we bring people around to our way of thinking far more often.**

The magic words I'm going to share with you today are going to help you deal with overcoming one of the common little voices in our customers head, help them overcome one of the things that they hate doing more than anything and that is change. Often, that's exactly what we're asking them to do. We're asking them to change supplier and move their service to us. We're asking them to change their patterns and do something differently to what they normally do. We're asking them to change their thought process and accept a new idea and when we're asking people to change, they are thinking "I don't like change. That's not what I want to do" we need to help people think that change is good, change is okay and we do it by using simple magic words.

There's some huge irony in these words. In fact the words that we say to people are quite simply "don't change." When I invite people not to change, that little voice says "hey I don't like change, if this is not changing then this is fine" this is path of least resistance.

### Example:

You say: don't change, do what you've always done. Always make sure you get the best value and the best possible service for your business.

They think "well I've always done that. I've always made sure we get the best value and the best service for our business. Me moving to you is me not changing."

We can use the same words when we want somebody to stay too. When somebody's looking to leave us, perhaps go and use an alternative supplier, because they believe they might be cheaper, could we say the words "don't change. Why not stay exactly where you are, where you know what you're getting and avoid the pain of an interrupted service or perhaps just the uncertainty of not knowing what you're going to get."

The insertion of the words "don't change" gives people huge reassurance. They help people make powerful decisions. Go practice with those words today. See what you can get people to do, how you can get them to change by inserting the words "don't change" so you become more persuasive, become a better negotiator and get people saying yes more often.



## FINAL SUMMARY

My parting message is : Don't change! Carry on taking action, carry on moving forward, carry on putting into practice these skills and techniques and watch your business explode this year.

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