The Sales Code

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The Code

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Read First

The Sales Code isn't a 1990's sales training book. It is a set of principles I have compiled over years of selling to companies ranging from ESPN, Intuit, and Uber, to both bootstrapped and venture capital backed startups.

These principles have helped me achieve the following:

- Start closing and consulting Fortune 500 clients at 17 years old
- Close my first $1M in revenue at 19 years old
- Feature my clients in publications like Business Insider and Bloomberg
- Generate millions for clients ranging from Silicon Valley to the Ukraine
- Grow my own highly-skilled team of sales experts around the globe

When I started in sales, I started like most. I had no idea what I was doing and completely and utterly failed for the first twelve months. My career started at just age 17. I was doing old-school, smile-and-dial sales. When I got prospects on the phone, I was so nervous that I didn't know what to do. In fact, Edward Jones (currently #376 on the Fortune 500) was one of my first clients and I botched it so badly that my boss took the entire account away from me.

However, my continuous failure for twelve months wasn't in vain and gave me the experience and lessons I needed to close deals. I became obsessed with sales gurus, sales books, etc. By 18 I started to figure things out, and at age 19, I completed my first $1M in annual revenue. Despite my success, there was a problem: my sales methodology simply wasn't scalable.

It's one thing if you're selling $500K solutions – your sales methods don't need the same scalability as those selling SaaS platforms to small businesses. But, like most selling solutions between $20 and $10,000, I needed to figure out a way to scale. I had nearly hit my limit in sales. I was adamant about coming up with a scalable, automated solution for closing deals, so I went on a long, expensive journey to do just that.

I'm a salesman first, marketer second. Too many, whether in the field of lead generation or pure marketing (aka "growth hacking" - I hate this term), are focused on KPIs like email subscribers, page views, and trial starts. While these can be good indicators that you're getting some traction, these numbers don't pay the bills. Very few marketing companies are focused purely on driving revenue, with everything else coming secondary. My desire was to come up with a solution that leveraged marketing and "growth hacking" strategies, but ended up with me closing deals, not with pointless traffic or free trials that wouldn't convert.

There were two truths I realized very quickly:

1. Cold calling wasn't scalable
2. Technology alone can't close B2B deals

The exception to #2 is if you have an extremely low-ticket item. And even then, hiding behind a keyboard isn't typically the

way to go.
I inundated myself with automation tools, marketing methodologies, and creative lead generation processes to figure out how to best fill my funnel and keep me closing deals. I had an extremely high closing ratio, but I couldn't keep the pipeline full. After trial and error and paying $125,000 in coaches, trainers, and mentors, I finally found how to scale.

I started testing these strategies in my own company as well as with clients, and the results were incredible. We closed millions of dollars, got some of our clients funded by Y-Combinator, and saw 150% growth in 6 months with others.

Now, instead of keeping this methodology internal, I'm on a mission to expose the sales and marketing industry for the spam-driven, results-lacking bullshit that it has become. This means I'm willing to give out the principles I use to close deals and scale clients around the globe in this Sales Code, thereby opening the door for you, your team, and companies worldwide.

Rule 1: Communicate a Vision

The Problem
When was the last time you scrolled through Facebook or Instagram and didn't feel like you were bombarded with the same garbage over and over? When is the last time you actually got a sales email in your inbox that didn't make you want to vomit? And when is the last time you joined an over-done webinar that brought you value, not just a sales pitch?

We know theoretically that our target as sales people, marketers, and business owners is to drive value. However, in our everyday lives, we throw this idea right out the window. Too many are trying to use sports cars, models, and buzzwords to engage their audience. A perfect example of this garbage is how guys like Tai Lopez market. They will literally rent all of the above and sell you courses and products based upon fraud.

As politically incorrect as I'm about to get, it needs to be said: marketers and salespeople are treating their prospects like dogs. Dogs get excited for a moment by a squirrel but lose interest when another one pops up. Marketers use these bullshit tactics to briefly grab their prospect's attention just long enough to swindle their money before they move on to the next "squirrel."

The reason for this stems from a combination of issues, which will be covered later in-depth. However, there's one main problem:

Marketers and sales professionals can't communicate a vision to the marketplace when they themselves have lost site of what their vision was in the first place.

Let me put this into context. At my company, our vision is to change the sales and marketing industry from the inside out. Almost every small business owner I have met has been royally screwed by a marketing agency, PR firm, or lead generation company. Integrity and meaningful results are nowhere to be found. Unfortunately, this has an enormous ripple effect.

If a small business spends their money on a marketing agency that takes that money and runs (which happens every damn day), that small business could have to lay off employees or, even worse, shut down.

If you work with a lead generation company that promises to drive leads every day to you, but they're unqualified and impossible to converto, you are in the same boat as the small business that got screwed by an agency.

Conversely, if my team and I grow just one small business, or in our case, one tech startup, the ripple effect is also huge. We're able to provide more jobs internally, more opportunity for our clients, and greater value to their clients. That is what drives us. We are an aggressive brand ready to leave our mark on an industry that has become complacent and accustomed to cheating companies out of money. It's a vision so ingrained in our organization that it's infectious.

We may have given a developer from the Ukraine a new opportunity to advance themselves and their family than ever before. The potential to give a single mom trying to make ends meet a real, legitimate job is also there. Talk about vision. If we help one company, we help many individuals. Individuals turn into families. Families turn into communities, and the ripple effect continues.

People don't work with us because we use terms like "growth hacking" (there's no hack to real growth!); they work with us because we share a common vision to dent the marketplace.

Let me give you a little story… I was on the phone with a client not too long ago. He was telling me how he's a technical Founder with zero sales and marketing ability. He built a great platform that could affect millions of lives, yet according to him, he was incapable of delivering it to the market. He had a vision, but no way to execute… until I slapped him in the face with what he had just said.

See, marketing isn't about knowing tactics and using the right buzzwords. It's not even about design (although, yes, it helps). It's about communicating your vision to the marketplace as well as what your solution will do for that individual.

So, when I spoke with this tech Founder, I simply asked, "Are you capable of sharing your vision and what you're doing for the marketplace?" Of course, he immediately responded, "Yes". I shot back, "Great, so you're a marketer and salesman." His reaction was priceless. He knew I was right.

My ability to sell doesn't come from knowing how to sweet-talk someone. It comes from my ability to communicate my vision for us together. I don't work for people. I work in tandem with people. Why? Because I hold the vision my clients desire. I hold the vision of a scaled business, taking their products to the masses, and providing opportunity for all. They want what I have.

Action Step

Your sales approach and marketing tactics must change immediately. Take a look at your email copy, cold call approach, and digital advertisements. Are they focused on features your product has? Are they focused on what you do and how you do it?

Your prospects don't care what you offer. They care about what vision you hold.

Analyze your efforts so far and see what vision is being communicated, if any. More often than not, your materials and tactics are focused on what you do and how you do it. You need to drop all of this.

Ask yourself these questions:

- Why did you start your business (or job if you work for someone else)?
- Why do you get up every morning and grind every single day?
- What is the impact your company could have on the marketplace?
- Why should people care about what you can do for them?

These questions will start to guide you toward an approach that delivers value and vision. People want new opportunities. They don't want the same bullshit everyone else is giving them.

Value isn't pitching a brand. It's presenting a new opportunity, a new vision.

RULE #2: Clarity is the Modern Man's Currency

The Problem

At this point, we can all agree that a clear vision is what sells. It's a fact. Which then leads us to a very important question: why is the market so noisy and complex?

When you lack vision, you end up bringing nothing more than complexity to the market.

Without vision, you have nothing more to sell than features, services, integrations, etc. These simply don't sell. What you do does not matter; it's simply a vehicle to reach a vision. Without a vision, you have nothing more to sell than superficial features no one genuinely cares about.

When I first got started in sales, this was the epitome of what I would do. I wanted to simply blurt out everything the consulting firm I was working for could do for the client. When you're the Head of Human Resources at a Fortune 100 company, it's safe to say you truly don't give a rat's ass about solutions a vendor can provide. All you care about is a vision of how life could be without experiencing the pain and problems you currently have. I'd rattle off everything I could potentially do for these executives, which resulted in an extremely low closing rate.

Things started to change when I'd shut my mouth and listen. I started to ask questions to understand what the individual on the other end truly cared about. About 99% of the time, only one solution I could offer was a fit. Meaning, we spent the entire time on that solution, because it was the most relevant, easiest way to solve the individual's pain and, therefore, made my closing rate skyrocket.

Let's put this into context of selling a technology solution. I was on two demos that were back to back. I was interested in two different SaaS platforms, so I set up 30 minutes with both. These calls went nearly identical. The worst part? It was clear that they were both following scripts.

They both followed this sequence:

1. Tell the prospect why they are an awesome solution.
2. Do a demo of the product's most basic features.
3. Run out of time and try to set up 30 more minutes.

You might be laughing, but this is all too common. If you're not laughing, there's a bigger concern here.

Let me point out where they went wrong:

1. They asked zero questions to understand what I wanted to really learn about.
2. Neither company could relate their product to my company.
3. Both sales "experts" rambled on so much, they had to set up another meeting just to ask for the sale.

It's safe to say neither company got another call with me, let alone a sale. They showed little interest in doing anything more than taking my money and collecting a commission. That doesn't fly with me. Like my clients, I only partner with those that show professionalism, customer service, and a genuine interest in the value I can receive from them.

Here's the funny part: I was just like these two sales reps I'm now poking fun at. I was a garbage salesman that was selling complexity instead of a vision. Here's what I realized, which helped lead me to closing my first $1M at such a young age:

Clarity is the modern man's currency.

The Solution

Now, I have to give credit where it is due. The actual phrase was not coined by me. One of my mentors, Garrett J. White, is the one that developed this clear and concise phrase. At the most basic level, it simply means that people buy clear, simple, specific solutions to their problems. The second you throw your features, services, etc. into the mix, you void this entire formula. For all intents and purposes, the investment is returned when you bring clarity into someone's life.

Let's look at the most cliché example of a vision clearly and simply communicated to the marketplace – just look at Apple. If you haven't seen it, take a look at the first commercial Steve Jobs launched. They wanted to destroy the Walkman and dozens of MP3 players on the market. Their vision was to put 1,000 songs into your pocket with one simple device. That vision gave the feeling of being rebel, while delivering a clear solution to the issue of carrying clunky devices and outdated technology around.

This vision was so compelling, we have what I now call "Apple crack." Why? Because people consume their technology like a drug. If you put an iPhone next to the latest Samsung, the iPhone will lose nearly every time when it comes to the hardware specifications. Typically, they're about two years behind the Android when it comes to features. However, when they do finally catch up on features, they do it in the clearest, simplest way.

My grandma has an iPhone. If I gave her an Android, she wouldn't know what to do. They are more complex and feature-driven. Apple has stayed true to their vision by enabling anyone and everyone to experience the joys of technology in the simplest way possible. Everything they do is driven by clarity and simplicity.

This same principle goes for my company. Is the client who wants to scale revenue by 150% in 2 months the same as the client who desires to be featured in an exclusive by Business Insider? Not a chance. These two are feeling different pain points, therefore, desiring different visions. It would be pointless to sell the sales-driven client on guerrilla marketing, sales training intensives, or PR services.

Action Step
You defined your vision based on Rule 1 of The Sales Code. Now it's time to sell clarity upon the foundation of your vision.

Make it very practical and actionable by asking yourself the following questions:

- Are your prospects 100% clear on the solution, not the features, you're bringing into their life?
- Do your prospects understand the ripple effect that could happen in their life if they partner with you?
- Do you have a full understanding of who you are and what you stand for?
- Can you convey that understanding to your clients and prospects in an effective and meaningful way?

The quality of the questions you ask in your life will, in large part, determine the quality of your life. This applies to business as well. If you can ask these challenging questions and communicate the answers to your target marketing, you become unstoppable.

While your competitors continue selling and marketing to their prospects in complex, confusing ways, your target market will start to be intrigued by the clarity you bring into their lives. The best part is this type of interest and intrigue will overcome the "shininess" found in your competitors' short-term attention-grabbers.

Answering powerful questions will bring powerful results.

RULE #3: The Difference Between Manipulation and Influence is Intent

The Problem
No one likes to be manipulated. In fact, when we realize someone is doing just that, we get a sour taste in our mouths and want nothing to do with that individual. Yet, what we often forget is we're being manipulated every single day. The "shiny" colors, features, and keywords I keep referring to are ways marketers and sales professionals manipulate us.

Sorry, but an incredible advertisement can't make up for the lack of value brought through a solution. Yet, too many are convinced this works. They aren't operating by a code like you now are, so they manipulate others into buying from them any way they can.

The most practical example of this is pricing. Do you sell based on pricing? Here's a really easy way to tell – you negotiate pricing with your prospects the second they give you pushback. Maybe you throw in free services or products to "sweeten" the deal. All of this is garbage, and it stems from an inability to communicate real value.

"The price is too high" is a complaint, not a legitimate problem.

Those that struggle because they haven't been able to communicate a clear and concise vision, as we've already discussed, then resort to manipulation. Why do we call it "price manipulation"? It's due to the fact our intent is to get more cash in our wallets, not to bring value. If our intent is to bring more value, we'd charge more. Yes, you read that right.

People don't value free or cheap solutions. The end.

Do you value a free webinar? No, you're statistically likely to not even show up. Do you value a "free + shipping" offer? Likely, no. You throw the book you just ordered in a drawer and forget about it.

On the other hand, do you value a platform you pay $1,000 per month for? Absolutely. You're not going to go a day without using it. Do you value a coach you pay $10,000 per month to? The answer is 100% yes. You're going to treat that coach far differently and value the advice they give you far more than one you pay $2,000 over 12 months to.

The difference between influence and manipulation is intent.

The Solution
When you want someone to truly get value out of something, you need leverage on them. Pricing is a great way to get leverage. If you're choosing to cut pricing just to land the next deal, it is a 100% guarantee that you're in it for the cash. It's manipulative. On the other hand, if I'm 100% sold on turning a clear and concise vision into a reality for a client, it is now my responsibility to influence the closing of the deal at the price I pre-set.

The difference is one word: intent. Too many marketers and salespeople are chasing money, and it's bastardizing the entire marketplace. I tell more clients "no" than I do "yes". If you look at my website, you have to apply to work with me in most of my programs and solutions. It's for one simple reason: I'm doing my prospects a disservice by wasting either of our time if I can't bring value to them in the way they need, or they simply can't afford to invest at a price that brings mutual value.

Yes, you are entitled to value in any relationship, professional or personal. Relationships aren't a one-way street. If you have a kick-ass platform you're delivering to the market, you are entitled to charge for it. And frankly, if you undercut yourself, not only will the prospect not take it as serious and get out of it what they otherwise could, but you lose motivation over time to serve that client to your utmost ability. Do both of yourselves a favor and refer the client to a competitor if you aren't correctly aligned in a mutually beneficial relationship. Stop trying to work for companies and start focusing on working as a partner.

This does several things:

1. It keeps your integrity in line, because you're no longer focused on the money. You're focused on transforming a vision into a reality for the client.
2. It forces the client to respect you or your product in your given field, which creates more satisfied and lower-maintenance clients.
3. The brand of your company isn't tarnished by low prices and manipulative sales tactics. No one respects the lowest-cost provider. The second a lower-priced solution comes to market, your customer will leave.

Want to run a miserable company? Cheapen yourself and manipulate your prospects.

Action Steps
Not being a manipulative dirt-bag is hard when that's essentially what sales and marketing leaders have more-or-less taught us to be. We've been indoctrinated with how to write the same sales copy with the same keywords and bullshit as each other.

Instead, check yourself and ask the following questions:

- When you get on the phone with a prospect are you already thinking about the cash a closed deal will bring?
- Can your competitors serve your prospect a better solution for what they truly need? If so, are you willing to refer them instead of closing a deal?
- Do you negotiate price with your prospects, or strictly hold to your pricing?

Intent is a world-changing difference.
The intent is the difference between the "marketing guru" trying to sell you on expensive, unhelpful courses that do nothing more than make them rich and the industry leader making legitimate changes in the marketplace through integrity.

Be the breath of fresh air in your industry by bring integrity back into it.

RULE #4: You Have a Moral & Ethical Obligation to Sell

The Problem
One of the biggest problems sales people and entrepreneurs have is they're hesitant to close. They often feel ashamed to ask, like they're begging. I even speak with entrepreneurs that have built master technology platforms but look at it as a load of crap. We never like our own work as much as someone else's, which bleeds into our ability to sell.

To top it off, no one likes rejection, meaning it's easy to get anxious about asking for the close confidently. We will avoid rejection at all costs, which can even go as far as simply not asking for the close to avoid the embarrassment.

We've all been on calls where we're anxious and stressed about a deal, and the prospect can read it. They feed off of our energy 100% of the time. If you give off the impression and energy that what you're selling is at a deal-breaking price, then your prospects will already be making assumptions and getting ready to say no before you even come around to the pitch.

Those that sell with integrity should never be ashamed of asking for cash.

The Solution

If you've…

- Communicated a vision the target market wants…
- Brought clarity and simplicity into your prospect's life...
- Influenced your prospect based on integrity and value…

... then it becomes your moral and ethical obligation to close the deal. This might seem radical, but it is a fact.

Let's say someone holds your key to the future you desire, they have your best interest in mind, and they've brought simplicity into your life. You're waiting for the sale and are ready to throw down your credit card, but they chicken out. They never make the ask, never giving you the opportunity to change your life or your business. Wouldn't that suck?

Consider the possibility that you hold the future your prospect wants and it's your obligation to bring that future to them. It's your job to set it in their lap and ask them to pay for it. We've already established that giving something away for free is a disservice to your prospect.

Based on the situation you're in, you owe it to your prospect to sell them. You've dangled a carrot in front of them, and now it's time to leverage that to bring change in their life.

Think about the ramifications of not committing your prospect to a close. You're telling them that your feelings of awkwardness and anxiety are a greater priority than truly helping them. You're letting them know you hold the solutions they need but aren't committed enough to it to sell it. Talk about a turn off and a waste of time on both sides.

Action Step
This is simple. If you believe in your product, have brought value, and have done so with integrity, it's your obligation to deliver your solution to as many people as possible. To not do so is to be selfish and keep your vision to you alone. The action step here is quite simple.

Ask yourself the following:

- Have you followed The Sales Code process up to this point?
- Do you believe in your product?

Then…

It is your moral and ethical obligation to close deals!

RULE #5: Know Your Value

Problem
The toughest problem I had to deal with, out of everything, when I started selling was selling from an inferior standpoint. My job at just 17 years old (while I was still in high school!) was to sell to Fortune 100 and 500 executives. I remember walking into my first meeting in New York City with a stomach ache from anxiety. This happened the first several times I had meetings with the likes of New York Life Insurance, CBRE, etc.

Thankfully, I wasn't alone in those first meetings, or I would've failed miserably. What I found after hundreds of phone meetings and overall sales pitches, most of which were failed with a few successes sprinkled in, is that people don't want to be sold. It's a brilliant and original concept, I know.

What I mean is that people don't want to be chased. They don't want to feel like they're being sold. After numerous methods to get around this, I had the genius idea to talk to these executives like they were just people. In reality, they are. That's it. We all put our pants on the same way as one another.

The issue this stems from is our desire to make cash. There is nothing inherently wrong with making money. However, as discussed before, if that's our sole intention, we enter the realm of manipulation and even scarcity. It's the idea that the next deal will make or break you.

You need the deal. You must close it. You're already picturing what will happen if you do. However, this mindset creates dependency which turns into scarcity.

This issue has a ripple effect in and of itself:

- You can't sell from a place of scarcity – the client can feel it subconsciously and turns away.
- People don't buy from you when they sense you're chasing them.
- You're coming from a state of inferiority with a strong dependency on the sale, which screws with your own mental state.
- ou start to get back into the price manipulation game, which then de-values your solution.

I remember the first time I actually had a prospect lined up for the consulting company I was at. I was chasing down a mid-level manager at a Fortune 500 company for four weeks. The guy was what's wrong with corporate America. He scheduled seven different phone meetings with me, most of which were after hours due to a time zone difference, and he didn't show up for any of them.

I was pissed, frustrated, and felt taken advantage of. I kept chasing him instead of having dignity.

He had me in a submissive, inferior state, and I played along with it. Now, when I have a prospect who lacks professionalism by not responding or who wants to screw me when it comes to pricing, I simply let them know that I'm no longer interested in working with them. Sure, I'll follow up once or twice, but it ends there.

You must choose abundance over scarcity in every deal, negotiation, and conversation.

Solution

The solution is easy when you have already followed the previous rules of The Sales Code. If you hold the future your prospect wants in the palm of your hand, you've sold them on a clear and simple solution, you've influenced action through a clear and noble intent, and you understand it's your moral and ethical obligation to close the deal, the rest becomes easy.

When you start to have dignity and understand that 1. there are more clients out in the world and 2. you don't need to take bullshit from one, you enter the land of abundance as opposed to scarcity. Let me clarify: I'm not talking about not serving your customers with the utmost professionalism and going above and beyond to deliver. Not at all. What I'm talking about is not being at a prospect's mercy or letting them hold the frame.

A frame is the perspective or set of expectations on which a particular scenario or relationship is built. The frame defines the dynamic of the situation. You can be in my frame, or I can be in yours. When you're in my frame, you play by my rules on my terms. This is how I operate. Your prospects need to play by your rules. Why? You're the expert and you hold the vision they desire. If they want to call the shots, they don't actually want help. They can find someone else.

Far too many prospects think they know what they want, and they believe they know how to get there. If that was the case, they wouldn't be calling you, as they would've already fixed the problem. You need to break this idea and put them in your frame, putting you on a peer-to-peer level (as opposed to a boss-to-worker arrangement), which is what this is all about.

When sitting across from a CEO of a small business or an executive in a Fortune 500 company, you are at a one-to-one level. They are no better than you. You are no better than them. You are there to see if a partnership is what makes sense for your organizations. If not, hey, no sweat. It's okay. There are more prospects, more clients to close, and more money to be made.

It is indisputable that there is enough money in the world to go around. Stop chasing one dollar when there are trillions more in circulation ready to be yours.

Just recently I was speaking with a prospect that called an audible at the last second. After sending him a contract we both agreed to, he decided he wanted to pay me 20% less.

If I was in it for the money, I would've said yes. However, I know that to keep my integrity intact I had to turn the opportunity down. I had a bad taste in my mouth, he was testing me to see if I was willing to chase him, and I would've devalued my own work. In addition, he would've become what we all know as "the client from hell".

It's better to say no to one dollar so you can focus on making ten.

Action Step

The action step for rule #5, like all of the others, is quite easy. It's gaining the ability to choose abundance and recognize that you are not at the mercy of one client. You're not even at the mercy of the market as a whole. If that were true, we would still be riding horses. When Henry Ford went to war against the horse industry and the common man wasn't familiar with a car, the population wanted faster horses, not a four-wheeled machine. You must choose abundance and realize that you determine the fate of your company. One prospect has zero effect on your organization. The end. Every prospect is replaceable, just as is every client. However, if you do not deliver or treat them poorly, it's necessary to realize that the opposite is also true. You are replaceable, no matter how great your solution is.

Here's the action step – ask yourself the following questions:

- Are you nervous before a meeting because you're worried about the ramifications of losing the deal?
- Do you operate under the mindset that there are not enough customers out in the marketplace?
- Does the title of your prospect or the revenue of their company affect your nerves?

At the end of the day, prospects need to come to you because of the vision you hold (yes, it's repetitive, but this is the most important piece to all of this). If you can keep hold of this concept, it will be easier for everything to fall into place.

I learned a phrase that changed the course of my life, both professionally and personally. In fact, it had such an impact on me, I now have a sleeve tattoo on my arm to represent it. Here's the phrase I want you to remember:

I am the master of my fate;
I am the captain of my soul.

RULE #6: Keyboard Warriors Never Win

Problem

Technology is a game-changer in sales and marketing. You will never hear me say otherwise. However, it isn't the holy grail in B2B selling. Is it helpful? Yes. But is it your golden ticket to a million dollars? No. Unless you're selling a very low-ticket item (which might mean you need to revert back to rule #3 and raise your prices!), you can't close deals without a personal relationship. And, although so many would like you to think so, the most effective way to foster and build those relationships is not to hide behind a keyboard.

Although we are a technology-driven society, we still have the innate drive for personal connections. We want to know the companies we pay care about us. We want to know there's someone on the other end we can call in case something goes wrong. And frankly, although it's a cliché, people buy from people, they don't buy from companies. This is important to keep in mind while selling.

You're not selling into a company. You're selling a person in the company that has pain points just like any consumer.

I work with technology entrepreneurs daily across SaaS, AI, and blockchain companies. These, with many exceptions, tend to be technology driven developers that want nothing to do with sales.

There are many potential roadblocks to building a connection: from embarrassment and social awkwardness to language barriers and strong accents. Because of this, they end up hiding behind their keyboards while trying to sell. They'll email you and send you chatbot messages around the clock to serve you, but they often refuse to speak with you directly.

Now, the argument to avoid the phone is that it's not scalable. I don't dispute that, which is why I went on the hunt to figure out the best way to automate sales and marketing while still focusing on building and nurturing relationships. I may have done my first $1M at 19 years old, but I couldn't do much more than that. I was nearly capped out. However, when we rely solely on technology and replace human interaction with keyboards, we fail miserably.

If you're sitting and disagreeing with this statement, let me just put this bluntly: you're reading how to increase your sales because what you're doing isn't sufficient to hit the targets you desire. As much as we would love to close $500K deals through email, it's simply not feasible.

You, as the entrepreneur, marketer, or sales-person for your organization, are the face of your company for the prospects you encounter. Your prospects want and need a relationship with you. Even from a marketing perspective, look at how many individuals are now branding and marketing themselves as individuals as opposed to their companies. Even I do this to a large extent. Others, like Grant Cardone, Neil Patel, and Gary Vaynerchuk have become masters at personalizing scalable marketing system. If you want to work with them, they get you on the phone with their sales reps to close you on a deal.

If your sales aren't growing, ask yourself how many leads you've called this month.

It doesn't matter who you are – we all get irritated when someone sends us a spam message whether it's on email, LinkedIn, or social media. Look at all of the MLM garbage out on the internet. We've all experienced the prepackaged, copied-and-pasted bullshit messages that make us feel like another number they simply don't give a crap about.

Despite all this, social selling is one of my favorite and most effective tools in the world. Sure, I also get clients from ads and emails. However, Facebook and LinkedIn are pure gold. Why? Because I don't go in the for the kill. I strike up conversations I genuinely want to bring value to, and then I shamelessly ask for the sale when the time is right. I'm not eager for the next deal, I'm eager to create another relationship and be a value-add to someone else's network.

Stop making prospects feel like a number.

The Solution

One of the biggest pushes in martech (marketing technology) is personalization among new tools. There are tools where, based on behavior, you can create a dynamic site that only shows specific content to specific people. When it comes to ads, why are custom audiences, niche interests, and specific demographics such a big deal? It means we can personalize our approach.

Marketing is seeming to catch on, slowly but surely, to the fact that we need to personalize every point of contact to our prospects. However, it seems as though sales is going the opposite direction and trying to automate everything to a point where personalization goes out the window and everything becomes spam.

The solution to all of this is simple:

Automate the lead generation and personalize the closing.

Now, as I just mentioned, personalization in marketing is huge and required. Just because you can have automated systems like ads, emails, and nurture systems doesn't mean you can't personalize. You must do both. Once someone has inquired and is open to buying, you must apply the previous 5 rules of The Sales Code and get on the phone.

The phone has made me and my clients millions of dollars, and it will continue to. The more advanced, modern version is using video conferencing, which is even more personalized and helpful in building relationships. Now, for those of you thinking it, is this scalable? No. Your time isn't. When you automate the front-end and are closing deals on the back-end, though, you can also afford to build your sales team appropriately and effectively.

You no longer have to deal with sales professionals twiddling their thumbs waiting for leads. You have leads coming in, keeping your team on the phone closing deals, and now you're making bank. This may seem like common sense, but so few are truly doing it. Many would rather act like what they're doing behind a keyboard will eventually work one day, and then they go out of business.

Do what works, not what is comfortable.

Action Step
Automating the front-end is something we all hear about. We have stupid terms like "growth hacking," where the focus is solely on automation. The problem is we take this too far. When you built your solution, whether it's a service or a product, there was no hack. You know this, yet many still believe there's such thing as a growth hack.

What we don't hear about are these "growth hackers" closing B2B deals, especially when it comes to high-ticket solutions. Automate the front-end with ads, email programs, and the like. However, don't forget the back-end relationship building.

As with every other rule, ask yourself the following questions to see if you're on track:

- How many hours per day do you focus on closing deals by building relationships?
- Are you trying to close each deal on your first call with a prospect?
- What systems do you have in place to automate lead generation?
- Are you speaking with prospects only in effort to sell them, or are you adding value to their network?

This might seem tedious, and it often is. But do you know what's not tedious?

- Cashing more checks at the bank because you sold the right way.
- Developing relationships with the same prospects you're trying to get to invest in you. It becomes more fulfilling than ever.

I'll wrap up rule #6 with this:

If you're not willing to invest in your prospects, why should they ever invest in you?

RULE #7: Require Action

The Problem
Most have heard of direct-response marketing. Think of what information is on a typical landing page; not a website, but a landing page. There's usually limited information, no menu in the header, and the same call to action repeated a few times.

It seems counter-intuitive at a high level. People want more information and more options, right? Wrong. Marketers seem to be slowly catching on here in some regard, yet when it comes to sales, we want to vomit information to our target market.

It was mentioned before that when I started in sales I wanted to share everything about what I might be able to do for a prospect. I completely and utterly failed when doing so, as described. We also discussed the fact that people want clarity and simplicity more than they want complexity and features in your product. This applies to sales too.

The marketplace is noisy. We are bombarded with ads every other post as we scroll through social media. The highway is lined with billboards, streets are filled with signs, and the radio plays more ads than music (thank God for ad-free music services).

An old-school website does nothing more than enhance the noise a prospect experiences. There's page after page about products, services, and solutions without any real action, expect maybe a form on the contact page.

Often, the best value you can bring a prospect is to require urgent action.

When you hold the vision someone else desires and you follow each step of The Sales Code, it then becomes your responsibility to get your prospects to do something about it. I'm not referring to high-pressure sales. That kind of mentality usually follows the logic of price manipulation and poor intent.

What I'm talking about is giving someone enough information to make an informed decision, and then expecting them to commit to an action, whether that's a yes or a no.

I fully respect someone that says no. They're committed to an answer. What I don't respect is someone who thinks about an action for weeks on end, trying to decide if they have enough information and weighing the pros and cons.

I used to have calls with corporate executives who had a typical corporate America mentality. They want information, and when you've given them everything, they still want more.

They also want assurances and guarantees. I'd do everything I could to appease them, only to get shot down anywhere from 2 weeks to 6 months later after they finally "had a chance" to think about it. It was a pointless and frustrating process.

It took awhile for me to break the mindset that resulted in this process. In fact, I wasn't until I had some coaches and mentors whip me into shape. But, the rules I operate within now, both professionally and personally, dictate that inaction is worse than taking the wrong action. The reason I've grown my company so quickly as well as my clients' companies, is that I'm willing to make hard decisions quickly and course-correct even quicker. I'm not afraid to fail – I'm afraid of the opportunity cost of not acting.

I've learned that any action is always better than no action at all. In addition, it's imperative we get our prospects on the same page. The worst thing we can do is accept "let me think about it" as a valid answer. It's, once again, doing our clients a disservice.

Our certainty must overcome their doubt.

The Solution

To invoke action from our clients without becoming pushy and unprofessional, we need to ask questions. Questions give us insight into what the real reason is for the hesitancy. For example, if they need to think, is it because we simply weren't clear and concise? They are sold on the vision we've communicated, or we wouldn't have got this far. However, that doesn't mean they are sold on the price, our methodology, or even us.

If we don't ask questions, we don't know how to close a deal. The alternative to asking questions is to leave it all open-ended and, of course, lose the deal. We know it's our moral and ethical obligation to close the deal, so at this point, it becomes our duty to ask questions and deliver the necessary value needed to invoke action from our prospects.

Now, with that being said, there are two disclaimers I want to give you:

1. It's very simple to ask questions; however, after a certain point, you're going to get back into scarcity and think you can and should save every deal by asking a million questions. You can't come off unprofessional, nor can you deny the fact that some individuals simply need approval from their manager or even their Co-Founder.
2. Action isn't defined by a closed deal. It means progressing through the process. For an enterprise deal, this might mean scheduling 6 calls in a row, but the point is each call was scheduled and the prospect is saying "yes" to an action.

Action Step

The solution for Rule #7 is incredibly easy, but I want to make sure I'm putting emphasis on practical examples of how you can get your prospects to act and keep the process moving. So, let's jump right into this and look at a series of objections (complaints) and responses we can use to get our clients to act.

Objection 1: Let me think about it.

Response 1

That's great. Let's do this, first, let me know what your concerns are so I can rectify any questions. Second, let's set up a quick follow-up call so we can level set and make sure we're on the same page, as well as go through any final thoughts. I'm in front of my calendar right now; what day and time works best for you?

This isn't pushy at all, as it gives our prospect space to breathe. However, it also gives a definitive date and time on when we're going to reconnect. If it's open ended and doesn't have a deadline, the deal is 90% dead. However, when we require action and establish the standard, we have a better chance to save the deal.

Objection 2: You're too expensive.

Response 2

I can appreciate the concern. However, let's level set. We agreed you're currently feeling (insert pain points) due to (insert problem). I'm going to take a leap here and simply ask, "what is the cost of not making a change and (insert vision)"?

This response is great, as it's still urging the prospect to move forward. It makes them realize that solving their problem takes an investment. They have two options (just like direct-response marketing). They can 1. move forward and solve the solution, or they can 2. keep experiencing their current reality, which they aren't enjoying, or else they simply wouldn't be on the phone with you. We're also reminding them of their problem and pain, which targets their emotions.

Again, the only difference between manipulation and influence is intent. If you lose sight of this, you become a scam artist.

Objection 3: What can you guarantee me?

Response 3

A bill. All kidding aside, I can guarantee you a few things. First, you'll have direct access to me if there's any issues. Feel free to reach out any time. In addition, I don't lock you into any long-term contracts. It's very simple; if I'm doing my job, I'm not worried about you getting rid of me, meaning I don't need a long-term commitment. All I'm asking you to do is take a small, short-term leap right now so we can create a long-term partnership to (insert problem you're solving). Let's dip your toe in the water before we continue discussions about anything larger. Are you in?

First, notice I use comedy. I have a sarcastic personality, but if that's not you, change it. These responses aren't made to be scripts, but simply give you an idea of how you can invoke action out of your prospects. Second, there are exceptions such as high-ticket enterprise software, but for the most part, if you are confident in the value you can bring, don't lock your clients into long-term contracts. Give them the out. It's only a crazy idea if you don't believe in your ability to deliver.

Lastly, "are you in?" is one of the most powerful questions you can ask. You're not saying "hey, can you pay me already?" You're simply asking them to commit one way or another. It's okay if it's a "no". It means you're no longer going to waste your time on someone that wasn't going to buy, at least not yet.

Conclusion

Sales is both a science and an art. The Sales Code is the first step in the process of learning the science. There's are principles that guide everything I do both internally and externally. These rules have generated millions of dollars and are proven to work in sales and marketing alike.

Too many separate sales and marketing into two separate things. They are two sides of the same coin; however, marketing is primarily digital while sales ends in a traditional business development process.

To recap, the seven rules of The Sales Code, which will change your life and your organization as a whole if you abide by them are:

Rule #1: Communicate a Vision

Rule #2: Clarity is the Modern Man's Currency

Rule #3: The Difference Between Manipulation and Influence is Intent

Rule #4: You have a Moral and Ethical Obligation to Sell

Rule #5: Know Your Value

Rule #6: Keyboard Warriors Never Win

Rule #7: Require Action

Once you learn these rules and abide by them, following each action step carefully, you are then ready to move on to the more complex science and, in turn, the art. The additional science comes into play when you learn Strategic Seduction. It's the practical application and framework for the art of developing relationships in a B2B environment.

The concept of Strategic Seduction gives guidelines for you and your team to operate within while still giving you the freedom to develop rapport based on your specific personality, knowledge, and skill set.

Strategic Seduction is derived from The Sales Code. If you don't learn the Code, then you're dead in the water. Afterward, we can discuss more in-depth the balance between technology and humanity in sales, as well as what specific tools to use to keep the process scalable yet personal.

As for the art, no one can teach you the art. The 90s sales tactics of different closes, scripts, etc., are a waste of time. We are in a more sophisticated world where prospects will smell the bullshit from a mile away. I will not attempt to teach you the art because it's unique to each individual person.

Those on my team sell very differently than I do, as they should; however, we all operate under The Sales Code, Strategic Seduction, and other frameworks that provide us the results we desire, and even demand.

When you're ready to take the next step, what I want you to do is sign up for Sales-OS Training. It's a 14 day LIVE training intensive targeted at enhancing The Sales Code and introducing you to Strategic Seduction. I'm not asking you for a commitment to work with me and my team.

This is why I haven't so much as mentioned my organization.

What I'm asking you to do is take a step toward solving your problem of not generating sales quickly enough in a scalable fashion. The cost of not fixing this problem is too great to ignore. Dip your toe in the water with Sales-OS and see your sales increase.

Are you in, or are you out?