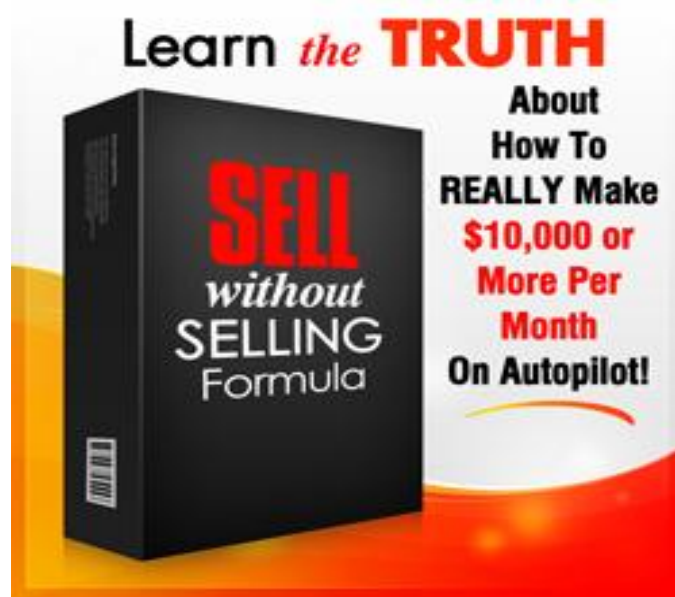


**Do You HATE Selling?  
All That's About To Change For You**

# **The Sell Without Selling Formula**

*'A Simple, Proven, Easy Step by Step Process  
ANY Person Can Use To Convert 'Stone Cold'  
Strangers Into Raving Customers''*

-Kevin Pritchett-



The Underground Formula Big Money Producers Use For  
Converting 'Stone- Cold Strangers Into  
Paying Customers

By **KEVIN PRITCHETT, Esq**

Managing Director-Promethean Marketing & Consulting

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# **The Sell Without Selling Formula**

## **How To Turn 'Stone Cold Strangers Into Paying Customers**

**By Kevin Pritchett, Esq**  
**Managing Director-Promethean Marketing & Consulting**  
[www.kpritchettmarketingformula.com](http://www.kpritchettmarketingformula.com)

# Dedication

To my Father, who taught me:

*“Excuses don’t matter....”*

*And*

*“Just do what it takes to get it done son...”*

*To my Mother, who made me believe I  
could accomplish ANYTHING.*

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## Introduction

## **Why You're Reading This Book**

If you're reading this book you're in one of two categories

### **Category 1:**

Your livelihood relies on sales. You're closing ratio is hit or miss or even worse....things are NOT going well and YOU KNOW YOU NEED HELP.

### **Category 2:**

You're ABOUT to embark on a sales career and you're *scared to death/sick to your stomach/anxious as heck* at the prospect of trying to get somebody to buy something from you...and YOU KNOW YOU NEED HELP.

Fact is, there's precious few practical, concise, no fluff resources that actually teach you how to sell THE RIGHT WAY.

Now don't get me wrong...there's PLENTY of stuff available on selling...TONS in fact. But none that 'cuts to the wood' so to speak quickly, using strategies that REALLY WORK in the 21<sup>st</sup> Century. So I wrote this just for you....you're welcome!!!

## **I Was Just Like You**

You see, I was like you when I started. By education I'm a trained business attorney and certified NERD..I new NOTHING about selling.

I graduated from the Honors College from the University of Notre Dame. I also have a Law Degree (Juris Doctor) and honors in Constitutional Law from the University of California at Berkeley-Boalt Hall School of Law.

I even attended Medical School for 1 Year at the University of Michigan Medical School (THAT'S a story to tell over an adult beverage or two...)

When I started my practice in a big law firm, all I had to do was become proficient in the technicalities of business law..contracts, securities, banking, real estate....

I had absolutely NO schooling or training on how to get clients...selling..and I struggled BIG TIME.

### **You're Actually In The Selling Business**

I realized pretty quickly that I was not only in the law business but I was actually in the Business of Selling Law Services...and that if I didn't learn how to SELL I'd starve.

Is any of this hitting home with you??? Thought so!!

At first, not knowing any better I hacked through appointments trial and error...mostly error.

But then eventually with some coaching from a master seller I learned that selling is pretty simple (not necessarily easy). It's REALLY all about

- Determining who your Perfect Customer/Client is
- Determining their Biggest Problem/Desired Result.

That's it in a nutshell....

***Giving your Perfect Customer what THEY want and NOT what YOU THINK they should want.***

When I figured out all I had to do was to have the right person in front of me and give them what THEY wanted...I realized I didn't need hard closes or selling tactics. Heck I didn't even need a 'sales script.

All I had to do was ask the right questions, listen and then give them what THEY wanted. I could literally SELL WITHOUT SELLING...hence the name for the sales process I adopted....and the name for this book.

### **75% Close Ratio**

When I switched from trying to sell using logic trees, power closes and canned scripts (all of which you've no doubt been exposed to at some point) to the Sell Without Selling Formula...my sales close ratio in my professional services businesses went from 1 out of 10 to 7-8 out of 10 overnight!!!.

The only people who did not do business with me were people who wanted to work with me but who had NO MONEY By the way..I'll show you how to screen and qualify for this too so you don't have to deal with broke tire kickers.

### **\$60,000 In 2 Days**

I used the Sell Without Selling Formula to generate over \$60,000 in high ticket sales in 2 days from a single presentation.

It worked so well I used it again a few months later...same result..over \$60,000 in 3 days from one presentation...this was getting good!!!

I've used the Sell Without Selling Formula to build several high 6 figure (and by the time you read this hopefully 7 figure businesses).

The Sell Without Selling Formula has been responsible for allowing me to sell over \$20,000,000 of my own and my clients' products and services...it works!!!

### **My Students And Clients Succeeded Too**

I've taught the Sell Without Selling Formula to sophisticated business clients all the way to absolute beginners...all have experienced great success using it.



*“Hello Kevin,  
I just want to send a note to say THANK YOU!!!!  
I have many mentors in my journey but I must say I have  
definitely received some of the best mentoring from you.  
You have an excellent way of training that makes it easy  
and fun to learn... I am pleased to say that due  
to you teachings i have gained 60k in revenue  
in my ventures...not to mention what my team...has made.  
The best part is the value and support you give”*

*Jeff and Janet G*

## **No BS..Real Deal**

So this short, practical, NO BS book will show you EXACTLY how to QUICKLY and EFFECTIVELY implement all the components of the Sell Without Selling Formula...no matter what you're selling and no matter your experience level.

When you approach selling situations armed with the Sell Without Selling framework, you'll have the confidence that you know how to succeed in EVERY selling situation in ANY type of business...because the Sell Without Selling Formula is based on human psychology...and I suspect everyone reading this book is selling to human beings!!

So relax..take a deep breath....you're gonna be OK!!

# Chapter 1

## Why You Hate Selling

### Rejection

So tell me if this sounds familiar.....  
You're a consultant/coach or professional service provider  
or high ticket product sales professional.

### The Hellish Traditional Sales Process

You cold call a list or door knock a number of prospects  
until you at last finally come upon someone who actually  
returns one of your many phone calls.

And if you door knock...somebody who didn't actually  
tell you to 'get lost' and throw you out of their place of  
business.

You set up an appointment time (only after repeated  
attempts) and you start your presentation by explaining all  
the wonderful features and benefits of your product.

You start the presentation by rattling off all your  
degrees, experience and all the accolades you can dredge  
up about yourself and your product or service..(from here  
on out in this book I'll use the shorthand 'offer' to refer to  
your product or service.)

You then proceed to recite some sort of ' 8 step  
scripted sales presentation your sales manager made you  
memorize and perform ad nauseam in front of a mirror.

You get to the end and you launch into your scripted 'close' and then.....

*Nothing...Nada...Zilch.*

You can't believe it...your offer is 'PURRRFECT' for this prospect. It has every feature the prospect said he/she wanted. You don't understand what happened!!!

And the twist of the knife...you don't even get a NO...you get the ubiquitous

*"Let me think about it..."*

You're not happy but you press on to your scripted objection handling and explanations and all the while as you're talking more and more, perspiration is rolling down your back and beading on your forehead.

You REALLY REALLY ,REALLY need this sale and you see the prospect's body language growing more and more severe.

You keep talking...but you KNOW you're swirling down the drain and you don't know what to do to stop it.

When you FINALLY stop talking the prospect gives you the polite brush off...and you slink out the door depressed and dejected.

## **You Keep At It**

You're disappointed of course, but you press on...what else CAN you do???

Like Sisyphus pushing that boulder up the hill, you hack through another bunch of 'so called leads' and for what seems like an eternity of cold call 'smiling and dialing' and tons of worn shoe leather from 'drop ins' and 'door knocking' ...same result....

**NOTHING!!!**

You're doing EVERYTHING your sales manager or upline or whomever tells you to do...but its JUST NOT HAPPENING.

## **You Ask For Help**

So now you're at your wits end. You go to your sales manager/upline/whomever and ask them to help you and what do they tell you....

*"Just keep it up champ..."*

*"Go for the No's..."*

*"Keep failing up...it'll come together"*

*"We've been using this method since God created little green apples..I used it when I*

*started like you...”*

*And my personal favorite of the nonsense responses on the ‘Sales BS Hit Parade....’*

*“Fake it till you make it....”*

Take a deep breath...I know this hit pretty close to home. I promise...it’s gonna get better.

Let’s shift now.....

## **The Perfect Selling Scenario**

Imagine THIS Scenario ....

- What if you had a steady, reliable, predictable stream of the Perfect Client Prospects coming to you every single day...like clockwork
- What if the Perfect Customer actually approached YOU first...and you NEVER had to chase or make an unsolicited sales call
- What if you NEVER had to chase a prospect to get an appointment
- What if prospect who reached out to you completed a qualification application to CONVINCe YOU to speak with them?

- What if EVERY person who qualified themselves to YOU scheduled their own appointment to speak with you at times that were convenient FOR YOU all on autopilot
- What if in your appointment all you did was ask questions and listened and you ALWAYS knew EXACTLY what questions to ask
- What if EVERYONE in these pre-set appointments Hung On Your Every Word...”
- What if you knew Exactly what their problem/desired result was and knew how to give them EXACTLY what they wanted
- What if you were able to ask one simple question that got you the ‘Yes’ 5 out of 10 times or more...like clockwork
- What if you were able to create ‘Income On Demand’ anytime you wanted
- What if people bought from you over and over and LOVED you for it

Which of these scenarios would you choose...  
The latter of course.

You hate selling because in all probability YOU'RE DOING IT ALL WRONG!!!

When you study these two scenarios closely you'll notice the main differences:

- Chasing the wrong prospects vs attracting the perfect ones
- Talking vs listening
- Product Features/Benefits vs Problem/Desired Result

### **Its About The Prospect...Not Your Offer**

You're failing at selling (and subsequently HATING IT) because you're approaching the selling scenario as an opportunity to pitch or convince or somehow overwhelm your prospect with the benefits/features/advantages of your offer.....

Newsflash.....

*NOBODY CARES A TINKERS DAM ABOUT YOUR OFFER....NOBODY!!!*

The prospect cares about one thing and one thing only....

Their Biggest Problem  
Their Desired Result

Period...that's all.

And unless you're framing EVERY piece of advertising, marketing, conversation around these 2 things...you're sunk!!

### **Your Perfect Customer**

And in addition to all the other stuff that you're probably doing wrong...you're almost certainly NOT beginning with the most important step in all of selling...

*Determining who is your Perfect Customer*

You may have been taught some variant of this...

*“Everyone with a pulse and an American Express Card is a prospect for our product.....”*

Nothing could be further from the truth..or more deadly to your prospects for selling success.

Every offer has unique features and most importantly BENEFITS that are a perfect match for the specific problems and desired results of a particular type of prospect.



## **The Correct Sales Process**

So...the CORRECT way to structure a sales process is to FIRST determine your Perfect Customer...even BEFORE you create an offer!!!

Say what????

Think about it....

If you first knew every single thing there is to know about your Perfect Customer especially

Their Biggest Problem  
Their Desired Result

And THEN you created an offer that was tailor made to address that problem and desired result...think you'd get that Perfect Customer's attention verses trying to force-feed your 'off the shelf' offer to anybody with a pulse?

## **You CAN Learn To LOVE Selling**

You starting to see it now?? Why you've been failing and why you've hated sales? I'm here to tell you (and prove to you in this book) why it doesn't have to be this way.

And that you CAN learn to LOVE sales as your ticket to making all the money you'd ever want to make...and in so doing change your life...seriously!!!

So now that you see there IS hope...let's get you primed and ready...you're gonna love it!!

## **Chapter 2**

## **The Sell Without Selling Formula**

We've established the groundwork and you NOW know that selling is ALL about addressing the biggest **Problems** and the **Desired Result** of **your Perfect Customer/Client**.

In theory its pretty simple (not necessarily easy without practice)...

You figure out the biggest problem and desired result of your prospect and you solve their problem and give them their desired result.

Let me unpack that a bit.

### **Who Do You WANT To Sell To**

The first step is ALWAYS to take some time to determine WHO you want to sell to. Who Is your Perfect Customer/Client. There's an entire chapter on this later on where I go into all the details of how to create a Perfect Customer Profile.

### **Focus On The Prospect..Not Your Offer**

The next thing to do is determine the biggest Problem and the Desired Result of your Perfect Customer. When you take the time to complete the Perfect Customer profiling you should be able to determine those 2 things pretty clearly.

**You Build Your Offer Around Prospect's Profile**

Then after you know WHO you want to sell to and WHAT THEY want and desire THEN AND ONLY THEN do you build your offer. You build/create an offer to MATCH what you now know your Perfect Customer needs and wants...

*Not what YOU think they should or do want !!!*

I can't stress how important it is the base EVERYTHING you do as a sales professional on the problems and desired results of your Perfect Customer/Client.

### **Common Causes Of Poor Sales**

The biggest mistake I see when people come to us wanting our assistance with fixing a poorly performing or non performing marketing campaign is they ASSUME they know what their prospects wanted and they NEVER tested it.

Second big problem with poor sales, the sales person NEVER learned how to position their offer to convince their audience/market that their product could solve the prospect's problems and give the prospect what the prospect wanted.

An example of this an insurance salesperson who only sells cash value whole life insurance and attempts to sell that product to EVERYONE regardless of whether that product is a good fit or not. See what I'm getting at here?

Third biggest problem we see is people trying to sell to the WRONG people...uninterested, unqualified/wrong fit/broke.

Example her is believing EVERYBODY who has a pulse is a candidate for your MLM or whatever and you chase..literally CHASE everything with a human genome.

You see this often in social media with people who 'friend' you on facebook then pitch me on their whatever...whatever EVER even saying hello even..let alone attempting to discern whether I'm a good fit for their product.

### **Sell Without Selling Is About The Prospect..Not You**

By now I think you get the concept that the Sell Without Selling Formula is based on giving prospects what THEY want. Of course to do that you have to know what they need by ASKING THEM in your appointment then convincing them you can give them what they need/want.

### **Let's Recap So Far**

Now that you understand

- The REAL reason you hate selling (you're doing it wrong)
- To sell effortlessly you MUST have a crystal clear understanding of WHO you want to sell to and your Perfect Customer's biggest Problem and Greatest

## Desired Result

- You build/create/position existing product to meet the needs of your Perfect Customer AFTER you've done your Perfect Customer profiling
- You position EVERYTHING you do around convincing your Perfect Customer that you CAN solve their biggest Problem and give them their Desired Result.

### **Next Chapter: The Sell Without Selling Sales Funnel**

Now in the next chapter I'll describe the specific steps of the Sell Without Selling Sales Funnel. (we'll dive into each component in detail in the corresponding chapters of this book).

Ok..let's keep going.

## **Chapter 3**

## **The Sell Without Selling Sales Funnel**

In this chapter we're going to learn about the Sell Without Selling Sales Funnel.

### **What Is A Sales Funnel**

For those who may not know, a Sales Funnel is the series of steps that make up the entire process necessary for converting a 'stone cold stranger' and making them a paying customer.

You need a 'sales funnel' or series of steps for this process because, well NOBODY buys the first time they see an offer. It take multiple views before people..any of us are comfortable or ready to actually buy.

### **Why You Need A Sales Funnel**

Actually, its proven that on average a sale is made after the 5<sup>th</sup> contact or later. Let me make sure you understand the implications of this statement.

It takes 5 contacts...OR MORE on average before a sale is made. That means if you want a 'stone cold' stranger to buy from you...you have to get in front of them multiple times before they are going to feel comfortable, knowledgeable, ready in their own world/circumstances to actually buy.

### **Stay 'Top of Mind' Until Prospect Is Ready**

So as a marketer, your job is to stay in front of a qualified prospect ...or what we in marketing define as stay 'top of mind' until the prospect...even a well qualified one is ready to raise their hand and say they're ready to move forward with the buying process with you.

To address that need to stay 'top of mind' with a prospect until THEY are ready...you have to have a series of steps that gradually take a prospect along the journey from stranger to paying customer...that's EXACTLY what a sales funnel does.

So now that you know what a sales funnel is and why you need one..let's go over each of the specific components of the Sell Without Selling Sales Funnel

## **The Sell Without Selling Sales Funnel**

- Determining Who Is Your Perfect Customer/Client and Identifying Their Biggest Problem and Their Desired Result
- Create All Your Advertising and Marketing To Address Your Perfect Customer/Client's Biggest Problem and Desired Result
- Use Your Marketing To Attract Your Perfect Customer/Client...Never Chase
- Test The Critical Assumptions Underlying Your



## Perfect Customer/Client Profile With Organic Free Social Media Engagement

- Assemble Data Collected In Organic Market Testing To Validate or Revise As Necessary Your Offer
- Assemble Data From Validated Organic Market Testing And Create Paid Advertising Campaign.
- Use Paid Advertising (And Organic Too) To Generate Steady Stream Of Qualified Prospects That Match Your Perfect Customer/Client Profile
- Use A Sales Funnel To Capture And Qualify Leads
- Automatically Remarket To Your Leads Without Paying Again
- Have All Prospects Leads Proceed Through The Qualifying Gauntlet of Your Sales Funnel Culminating With Those Interested In Selecting Themselves To Speak With You By Scheduling Their Own Appointment With You
- Use Sell Without Selling Questions To Uncover Prospect's Problem/Desired Result
- Anchor The PAIN AND COST to the Prospect of 'Living In The Gap' Between Where Prospect Is Now And Where They Desire To Be

- Ask Prospect If They Want You To Help Them Move To Their Desired Result RIGHT NOW
- Make The Sale

## **Why I'm Giving You The 'Whole Enchilada'**

Now I can hear you now...

*"Dang Kevin..that's a bunch of steps...do I have to do ALL that to sell?"*

Of course you don't..but I wanted to be absolutely thorough and show you EVERYTHING involved in a Perfect Sales Funnel.

You see..the more the ENTIRE process is molded around The Perfect Customer and their Problems and Desired Results:

- the more you will Attract..and the less you'll have to chase
- the more aligned with you the prospect will be
- the easier your ultimate selling conversion will be

Having said all that, the detailed composition of every component of the complete sales funnel described above is beyond the scope of this book and I will in the next chapters focus on the actual Appointment components of

the Sell Without Selling Formula.

If you want comprehensive, in depth, scoop to nuts training on each component of the Sell Without Selling Sales Funnel including step by step instructions on how to construct every component of the Sales Funnel, I've created the perfect training for you....

The Internet Marketing Beginners Bootcamp 2.0.

It gives you step by step, complete and comprehensive training on how to construct your own Sell Without Selling Sales Funnel from start to finish. Here's the link (also in the Appendix to this book)

<http://kpritchettmarketingformula.com/beginners-bootcamp1997>

### **Additional Information**

To receive a thorough grounding in the components of an effective sales funnel go to our website: [www.kpritchettmarketingformula.com](http://www.kpritchettmarketingformula.com) and leave your email in the opt in box on that page. You will receive a multi-part series on the Perfect Sales Funnel.

Also, you will find more cutting edge tools, sales scripts and a bunch of tested, proven sales and marketing resources in the Appendix section in the back of this book.

Additionally, if you have more questions about the sales funnel I've described or how to improve your own

sales process or how to improve the performance of ANY aspect of your marketing or business feel free to reach out to me to schedule a **FREE 1 on 1 Strategy Call**.

There's not much I haven't seen in my 32 years and chances are I can suggest things that can radically improve your sales performance and thus your income.

Go to the following website to schedule:

<https://ironkop.wufoo.com/forms/x11xfdts0vb3t04/>

Ok..in the next chapter we'll dive into the all important Perfect Customer Profile.

## Chapter 4

## The Perfect Customer Profile

The very first step in ANY selling endeavor is to know with crystal clarity who your Perfect Customer/Client is.

As we've already discussed, the more you know about who you're trying to sell to, the better you can tailor your offer to address EXACTLY what your Perfect Customer wants.

Here is a list of things you want to know about your theoretical Perfect Customer/Client

- age
- gender
- income
- education
- geography
- income
- hobbies
- ethnicity
- what they read
- political affiliation
- where they 'hang out' online and offline
- **BIGGEST PROBLEM**
- **DESIRED RESULT**

This is the non negotiable first step to ANY AND ALL truly professional sales campaigns.

## **The Very First Thing You Should Do**

This Perfect Customer work is the VERY FIRST exercise I require ALL clients to complete in our work with them...its just THAT important.

So much so that we've created an entire worksheet and module so that Client's can get to the heart of their Perfect Client Avatar quickly. Many of our clients have said its one of the most beneficial aspects of working with us...that we insisted they do this work first.

Even if you're not constructing involved sales funnels like we assist our clients in creating, and even if you're just selling say an insurance product...you MUST do your Perfect Customer/Client Work FIRST in order to know what you'll be going for when you get to your actual client appointment.

## **How The Perfect Customer Work Helps You**

For example, let's say you're a financial advisor/retirement planner. After you complete your Perfect Customer Profile you realize that your Perfect Customer's biggest problem and Desired Result are:

### **Problem:**

Afraid of losing money in the stock market and not enough time to regain it since they are older and retired and they need the money to live on.

## **Desired Result:**

Ability to receive growth AND uninterrupted, steady income from their their money...without risk of loss

## **Focus Everything On Perfect Customer Profile**

Seems like a tall order as the problem appears to be directly at odds with desired result (ask any financial advisor/retirement planner and they will agree with you that it is!!)

So ALL your advertising and your entire sales funnel is constructed around addressing the fear of loss and the desire to receive steady uninterrupted income during retirement.

And your sales questions in the actual appointment ALL center around

“what brought you in to speak with me now?”

“what are your concerns about your money?”

“have you lost money in the past?”.

“how much income do you want and for how long should it last?”

“There are a number of financial instruments that will do exactly what you want.”

“would you like retain my firm to put a plan together for you that will give you gains without risk of loss?”

“Great, let’s get the paperwork completed”

Actually this is an example of the EXACT questions I used with my clients when I was in professional financial services...in fact that’s where I first developed the Sell Without Selling Framework.

I closed 7-8 out of 10 appointments using these exact questions. We’ve since taught a number of financial advisor clients the complete sales process for financial sales.

Get the idea?

Nowhere in ANY of those questions did I talk about stock this, mutual fund that, annuity so and so...

Every thing is about DISCOVERING and ADDRESSING the biggest PROBLEM and DESIRED RESULT of my Perfect Qualified Customer/Client.

In the Case Studies chapter I’ll go over more role play examples of the Sell Without Selling appointment questions in action in various different industries.

Ok. Next, I’ll teach you the components of the actual Sell Without Selling Appointment Process.



## **Chapter 5**

### **The Sell Without Selling Appointment Process**

So if you've constructed your Sell Without Selling Sales Funnel correctly, its cranking out a steady stream of qualified prospects who:

- have money, and are in alignment with your Perfect Customer Profile
- have gone through your Qualification Gauntlet
- have gone to your scheduling link and completed your Qualification Application and scheduled an appointment with you

You've received and reviewed the Prospect Application and know their financial ability to purchase your offer and other pertinent details about their business and them personally.

### **The Sell Without Selling Appointment Steps**

Here are the steps of the Sell Without Selling Appointment Process

#### **Step 1 Rapport Building**

Brief 2-3 minute warm up to get them comfortable with you and to take the edge off the unknown for them.

## **Step 2 The Appointment Agenda**

Briefly go over what's going to happen in the Appointment

*“Hey Kevin, here’s what we’re going to go over in the Appointment today. You’ll tell me what brought you to me, I’ll ask you some questions, tell you how I think I can help you and if it makes sense you can make a decision whether you want to be a part of what I can offer for you or not...fair enough?  
Ok..let’s begin.....”*

## **Step 3 Why Prospect Wanted to Meet With You**

“Hey Kevin..what brings you to me today....?”

Ask follow up questions along the way...

“Tell me more about that....”

LISTEN 95% Speak 5%

## **Step 4 Understand Their Situation/Business**

“What is your business?”

“What is your biggest concern?”

Ask questions to get relevant information about Prospect’s business or personal situation as it pertains to the sale at hand.

## **Step 5 Discover Their Pain**

*“Do you know why nobody is purchasing your product?”*

*“How long have you been trying to get new business and not succeeding?”*

## **Step 6: What Do They Want**

*“Okay Kevin...where do you want to be with this business in 12 months?”*

*“Why is this goal important to you?”*

*“What will achieving this goal do for you?”*

## **Step 7: What’s The Block/Responsibility**

*“Ok Kevin...what’s preventing you from achieving your stated goals?”*

*“when do you want to fix this problem Kevin?”*

*“how would things be different for you if this were fixed?”*

## **Step 8: Anchor ‘The Gap’**

*“Okay Kevin...you’ve told me about not having XYZ... What does it cost you in your life to not have this resolved?”*

*“What would it mean for your life if you could get this resolved right now?”*

## **Step 9: Close**

Briefly Tell how your expertise can solve their Problem and give them their Desired Result. Frame this by explaining specifically how your process/system/firm regularly gets your clients this particular prospect’s

Problem and their Desired Result

### **Step 10 State Your Offer**

-wait for the prospect to ask how they can work with you or what you have to offer.

*“Kevin. How does your process work?”*

*[Explain your process]*

--“Then shut up”—

### **Step 11 Deal With Objections/ Get Paid**

--Start this ONLY when THEY ask about the Price—

“the investment in our services is X.

SILENCE-don't cave in and speak

Look for one of the following

“Ok..how do we get started....”

“We can do credit card right now. Would you prefer Visa, MC, AMEX or Paypal?”

### **OBJECTIONS**

“I need to think about it...”

“I have to ask my wife/partner/ Jesus...”

“I don't make decisions right away”

Answers:

“Ok..what do you need to think about?

“What do you need to talk to wife/partner/Jesus about?

“*Great...you’ll have spoken to X by noon tomorrow.*

*Perfect let’s schedule an appointment for noon tomorrow to wrap things up.....”*

Always schedule whatever follow up appointment right then at your first appointment..keeps things from falling out and drifting away...

“I can’t afford it...”

“I don’t have money...”

SILENCE

“Isn’t having no money the reason why you came to see me...”

“You told me the pain of not having your goal is killing you and you hate it..are you telling me you’re going to let a few dollars prevent you ONCE AGAIN from getting the life you want...being a provider to your family...etc...RE ANCHOR THE PAIN OF LIVING IN THE GAP...MAKE THEM FEEL THE PAIN OF NOT GETTING THE LIFE THEY WANT AND ONCE AGAIN FAILING ON THEMSELVES...”

## **You Must Get Them To Dig Deep**

Each of you have your own ways of dealing with objections for your offer/industry. The important thing about handling objections in the Sell Without Selling Framework is to ANCHOR EVERY RESPONSE IN

TERMS OF THE PAIN OF THE GAP...ie not having the life they want.

You will have to be strong here...don't be their friend or a co-dependent. Lean into them and be their coach/advocate. Make them understand that you stand for them moving PAST THIS PAIN and if you have to be firm for their own good...that's EXACTLY what you're going to do.

Your job is to force them to 'go deep.' Especially with the money objection.

You must remember that all growth comes from moving from our comfort zones...and human beings fight like the devil moving from their comfort zones....YOU MUST PUSH THEM FOR THEIR OWN GOOD.

Some of the most transformational work we perform with our clients is to teach them how to 'go deep' to transcend gaps that they've lived in for most of their lives.

### **Appointment Process Recap**

Mostly all you do is ASK FOCUSED QUESTIONS with the intent of

- drawing out their biggest Pain and Desired Result
- anchoring the PAIN of Prospect being stuck not solving their Problem and not attaining their Desired

## Result

- anchoring the COST of not achieving their Desired Result
- BRIEFLY describing your business process for resolving their problem and giving them their desired result (the only time you're not asking a question)
- asking Prospect do they want you to help them solve their Problem and get them their Desired Result

The Sell Without Selling Appointment Process is simple, straightforward and genuinely designed to create the greatest good for the client.

It works for any offer in any industry and can be used either in person or over the phone.

Like anything, the more you practice it the better and natural it will become for you. Periodically I will post updates and Case Studies to help people more fully implement the Sell Without Selling Appointment Process.

If you'd like to get on the email list to receive these monthly update leave your email at

[www.kpritchettmarketingformula.com](http://www.kpritchettmarketingformula.com)

## Chapter 6

## **Sell Without Selling Case Studies**

Up to this point we've gone over what the Sell Without Selling Formula is, the Sell Without Selling Sales Funnel, The Sell Without Selling Appointment Process.

Now I want to share some real Case Studies from my client files to show you real examples of the Sell Without Selling Formula in action and the results obtained by real people...not named Kevin Pritchett LOL

### **Case Study: 90 Hour/Week Truck Driver**

- Real Estate Niche
- Never Sold Before
- Tired of Working So Many Hours/ Still Broke
- Wanted To Move From 'The Gap'
- Became a Client, Implemented Sell Without Selling Formula in the Real Estate Investor Niche
- Generated \$60,000 in 4 months
- Sales Team Generated \$100,000

*"Hello Kevin,*

*I just want to send a note to say THANK YOU!!!!*

*I have many mentors in my journey but I must say I have definitely received some of the best mentoring from you.*

*You have an excellent way of training that makes it easy and fun to learn...*

*I am pleased to say that due*

*to you teachings i have gained 60k in revenue*



*in my ventures...not to mention what my team...has made.”*  
*Jeff & Janet G*



### **Case Study: Resort Vacation/Life Coach**

- 27 Year Old Newlywed
- Brand new business
- Wanted to move to Maui
- Implemented Sell Without Selling
- Within 12 months created dream business and moved to Maui
- 

*“Your [training] is awesome and it's exactly what I've been looking for to get my business up and running quickly. ....they helped me to lay a solid foundation to build my business on.*

*Honestly, ...the coaching with you has been priceless”*

*Kyle Q*



## **Case Study: Marketing Coach/Consultant**

- Became a Client
- Used The Sell Without Selling Formula For Her Clients

*“Kevin has been my coach for over a year. I didn't come to him as a beginner yet after going through the blueprint I learned tips and tricks to help me in my business.*

*Like Kevin, I teach people how to market online and I coach for one of the leading industry training companies now. I continue to periodically coach with Kevin when I need a boost in my business as he helps me get to each new level.*

*“Kevin is my go-to coach. His... Training is awesome. I use it in my business and with my clients. I highly recommend anyone who needs to REALLY understand what it takes to make money in this industry. It is easy to follow Kevin and his down to earth style which is something that make learning easier.”*

Vanessa D



## **Case Study: Stay At Home Mom**

- Real Estate Niche
- Generated 35 Seller Leads In 30 Days
- Used Sell Without Selling Formula To Get Seller To Accept Her Offers

*“My experience of Kevin's training has been phenomenal! I've experienced developmental and personal growth outside and inside my business. My confidence in negotiating and finding deals is through the roof. And my implementation of his systems often leaves me so busy it is hard to handle the leads. This is totally not a complaint! I am per suing multiple deals and the leads are still coming! I look forward to honing this skill and retiring my husband.”*

*Andrea L*



## **Case Study: Beginner Marketer**

- Used Sell Without Selling To Start New Biz

*"I have worked with Kevin to jump start my business and I must say his training, coaching and mentoring was definitely one of the best. He can really break things down and show you how you can be successful. In addition to the high quality mentoring and coaching he gives you, he also sets you up and connects you with the right sources. What also makes him unique is that he genuinely cares about your success. If you have the opportunity to work with him, I definitely recommend his trainings."*

*MS*

### **Case Study : Security Professional Starting New Business**

- Used Sell Without Selling Formula in Existing Business and New Ventures

*"When Kevin began coaching me... I felt more confident knowing ...that I was receiving valuable information from an experienced mentor. Things began to come together and a new world began to open in front of me.*

*Kevin's training was invaluable. I appreciated his professionalism, patience, understanding, guidance, and dedication to helping me achieve my goals. He still continues to do so."*

*Rick C*



You see in these Case Studies how The Sell Without Selling System works *in many different industries, niches and with all kinds of experience levels.*

The reason is simple is simple....it utilizes human psychology and simply gives each Prospect WHAT THEY WANT!!!

This simple, effective formula has changed my life and the lives of my clients and students...you've seen the proof!!!

### **1 on 1 Strategy Session**

If you'd like investigate the possibilities for you to become a client of our firm....lets have a conversation about it to see what possibilities there may be.

Here is the link to schedule a 1 on 1 Strategy Session

[www.ironkop.as.me/](http://www.ironkop.as.me/)

### **Can Be Hard To Know Where To Start**

Sometimes I know how challenging it can be to take everything in and make it work for you.

So that's why in the next chapter I've constructed a FAST ACTION STEPS GUIDE to show you how to implement the Sell Without Selling Formula Right Now.

Let's get's on it....

## Chapter 7

# Sell Without Selling Action Steps What You Should Do Right Now

### Here's What You Should Do Right Now

- Create a Perfect Customer Profile including their biggest Problem and their Greatest Desire  
(See Template In Chapter 3)
- If you have an offer, write out how it addresses The biggest Problem and Greatest Desire of your Perfect Customer
- Create your Sales Funnel

(Excellent software I use to create all my funnels

Click Link Below For Funnel Creator software  
( an affiliate link..if you purchase I receive commission)

[https://clickfunnels.com/?cf\\_affiliate\\_id=432970&affiliate\\_id=432970](https://clickfunnels.com/?cf_affiliate_id=432970&affiliate_id=432970)

- Great Templates, everything connects automatically,
- 24/7 support
- 14 day Free Trial

[https://clickfunnels.com/?cf\\_affiliate\\_id=432970&affiliate\\_id=432970](https://clickfunnels.com/?cf_affiliate_id=432970&affiliate_id=432970)

- Create your own unique sales appointment questions utilizing the Sell Without Selling Appointment Framework in Chapter 5

If you'd like assistance with your sales process  
Schedule a 1 on 1 Strategy Session.

<https://ironkop.wufoo.com/forms/x11xfds0vb3t04/>

## **Internet Marketing Bootcamp 2.0**

Scoop To Nuts Complete 11 Part Training On How To Construct  
Your Own Sales Funnels And How To Use Paid And Free Traffic  
To Generate Your Own Leads

<http://kpritchettmarketingformula.com/beginners-bootcamp1997>

## **The Next Step Is Up To You**

We've come to the end.

I hope you've learned a TON of valuable information  
and have come to understand how Selling...especially  
when you UNDERSTAND and IMPLEMENT The Sell  
Without Selling Formula, can be fun, extremely lucrative  
and like Kyle, Andrea, Jeff and so many others..IT CAN  
CHANGE YOUR LIFE!!

My sincere desire for you is that this book opens your  
eyes and inspires you to action!! Knowledge is  
power...but only if its implemented.

To that end, if you have enough information to get  
going then by all means challenge yourself to put The Sell

Without Selling formula to work...TODAY and make your first Sell Without Selling Sale.

## **! on 1 Strategy Session**

If you feel you need more support, by all means reach out to me and schedule a Free 1 on 1 Strategy Session so I can help you get a game plan going. Click the link below to schedule your 1 on 1 Strategy Session

<https://ironkop.wufoo.com/forms/x11xfdts0vb3t04/>

Finally, be sure to check out the Appendix. It contains some of my best tools and resources including my 7 Figure Rolodex of all kinds of cool things you'll want to know about.

That's it my friends. It's been my sincere pleasure bringing you this information and I hope you've found it useful, inspiring and transformative.

Hope to talk to you soon.

**Remember.....**

*"Its your life...make it Extraordinary!"*

**Kevin Pritchett, Esq**

**Promethean Marketing & Consulting**

[www.kpritchettmarketingformula.com](http://www.kpritchettmarketingformula.com)

1 on 1 Consultation Scheduling Link

<https://ironkop.wufoo.com/forms/x11xfdts0vb3t04/>



## **Appendix Tools and Resources**

### **1 on 1 Strategy Session With Kevin Pritchett, Esq**

Want to take your selling and your business to the next level like the folks in the case studies? Schedule a Free 60 minute 1 on 1 Strategy Session with me. You'll tell me what's going on or what problems/issues you're having and I will tell you how I can help...it's a game changer.. See for yourself..Click the link below to schedule

1 on 1 Consultation Scheduling Link

<https://ironkop.wufoo.com/forms/x11xfdts0vb3t04/>

### **Get On Our Company Marketing Mailing List**

Get access to my trainings, tips, hacks, facebook groups and weekly podcasts...keeps you on the cutting edge of what's working RIGHT NOW

[www.kpritchettmarketingformula.com](http://www.kpritchettmarketingformula.com)

Follow Me On Facebook

<https://www.facebook.com/kevin.pritchett.52>

### **Join Our Facebook Group**

Your network determines your net worth. Don't be a lone ranger Get with a group of like minded people who

are there to help and support one another. I monitor the group all day and answer questions regularly.

<https://www.facebook.com/groups/347474111963034/>

### **Clickfunnels Funnel Builder Software Link**

**(my affiliate link..if you buy I receive a commission)**

[https://clickfunnels.com/?cf\\_affiliate\\_id=432970&affiliate\\_id=432970](https://clickfunnels.com/?cf_affiliate_id=432970&affiliate_id=432970)

### **Gold Inner Circle Membership \$97/month**

My monthly membership where I share my latest Case Studies, blog posts and selected trainings from my client program ClientAcademy. Weekly training, dedicated Facebook book that I monitor to answer ANY question..always be connected to what's working right now and have access to some of the very best marketers around.

<http://kpritchettmarketingformula.com/gic97/>

### **Internet Marketing Bootcamp 2.0**

It's the scoop to nuts Internet Marketing Tutorial I built for my own clients. I've made it available to everyone. It is a complete training program for the Complete Beginner To Intermediate Marketer. Every single step included from constructing every piece of a sales funnel to free and paid traffic sources.

**Also included 11 Free Bonuses**

<http://kpritchettmarketingformula.com/beginners-bootcamp1997>

## **Jasdeep Solo Ad Traffic Link**

Solo Ad Traffic is probably the simplest, most cost effective traffic for list building. The catch is you almost NEVER know how good the list is you're buying into.

I've used Jas's Solos many many times..highest qualify  
**And Jas is the very best. Helpful, knowledgeable and accountable. If solo ad traffic is in your traffic mix, I highly recommend Jas' list. Click link below**

**(my affiliate link..if you buy I receive a commission)**

<https://jasdeep-soloads.com/?ref=ironkop>

**Kevin Pritchett's 7 Figure Rolodex Of Tools  
Included in the Beginners Bootcamp Training above**