

Thank you for requesting sample chapters from *Sell the Feeling: The 6-Step System that Drives Business to You*. This document contains two separate excerpts: the Preface and Chapter 6. You can order the printed or electronic version of the full book at [www.sellthefeeling.com](http://www.sellthefeeling.com).

Enjoy!

Copyright © 2006 by Larry Pinci and Phil Glosserman

Published by:  
Mindworks Media  
P.O. Box 6344  
Los Angeles, CA 90066  
Orders: [www.sellthefeeling.com](http://www.sellthefeeling.com)

All rights reserved.  
No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photo-copy, recording or any information storage and retrieval system, without written permission from the publisher.

ISBN 10: 0-9787653-0-3  
ISBN 13: 978-0-9787653-0-9

Printed in the United States of America

## Preface

### CONSIDER YOURSELF WARNED:

*You are about to read a dirty word.*

### SALES

ASK A PROFESSIONAL how she feels about selling, and you will likely get a visceral response. Ask a consumer how he feels about being sold to, and you will probably get an even more visceral response. Most sellers and consumers have a myriad of negative emotions surrounding selling and salespeople.

Regardless of what business you are in—whether you call yourself a salesperson, an advisor, a business owner, a professional, a fundraiser, a politician, or an executive—you are selling something. It may be a product, a service, a cause, an idea, an organization, or advice.

Like it or not, you *are* in sales, and ***any negative feelings or lack of confidence you have about selling will hold you back from achieving your potential in business.***

In *Sell the Feeling*,<sup>TM</sup> we explore the negativity surrounding selling and show how sales and business people can turn ‘sales’ into a *good word*. We dispel the negative myths, beliefs, and attitudes about selling. Instead, *Sell the Feeling* teaches you to create a positive selling experience for both you and your buyers.

As you will learn in *Sell the Feeling*, the processes of selling and buying operate on the emotional level. How do feelings trigger people to buy? What can you do to create an emotional bond that will motivate buyers to do business with *you*? This book will teach you a structured process for moving through the sale—from start to

closing—in a way that systematically creates rapport, uncovers needs, builds excitement, and lets you know where you are with your buyer every step of the way.

Follow our prescription and you will find that selling your services or products becomes easier and more ‘organic.’ Your prospects, clients, and customers will see, hear, and feel the difference between you and your competitors. You will attract and close more sales and generate more repeat business. The bottom line is that selling the feeling will positively impact *your* bottom line.

## **WHAT’S WRONG WITH SALES AND SELLING?**

---

As professional business and sales trainers, we have coached thousands of business and salespeople who had a strong aversion to various aspects of selling. For many professionals, the thought of ‘getting out there’ and prospecting or selling generates anxiety and fear—fear of rejection, fear of failure, and fear of being judged. We hear the same refrain over and over: “I don’t want to be pushy like the telemarketer who interrupts people during dinner.” Many salespeople often feel as though they have to pump themselves up, don their armor, and ride out onto the battlefield to drum up business.

Sales is also an emotional minefield for consumers. People are wary of sellers and take offense at many common sales styles and tactics, particularly, the aggressive ones. Consumers feel invaded and inundated by salespeople and pitches. Plus, marketing and sales messages cram the airwaves, cyberspace, our mailboxes, and most points within our line of sight. Many people feel *oversold* and suffer from marketing fatigue.

In our *Sell the Feeling* sales workshops, we ask participants to recall a great sales experience they had as a customer or client. Every time we ask this, people are stumped. Usually, only a few hands go up. We are constantly amazed at how many professional sellers cannot remember a single great sales experience.

Then we ask who can recall a negative sales experience as a customer or client. As you might imagine, everyone's hands shoot up. People cannot wait to share their horror stories.

We recently did a survey of sales and business people. We asked them three questions concerning their attitude toward selling. Here are some of the results:

**What's the first word or phrase that comes to mind when you hear the word SALES?**

- Pushy
- Pressure
- Schmooser
- Cold, unfeeling
- Selling vacuums door to door—SLAM
- Ugh!
- Sleazy
- Type A
- Aggressive
- Trying to convince me of something I don't want

**What word or phrase comes to mind when you hear the word SALESPERSON?**

- Pushy slick people hiding something
- Aggressive money-hungry people, who only have THEIR best interest in mind, not mine
- Somebody who pretends to care about how I'm doing, when all they really want is my money
- Overbearing, pushy, obnoxious
- Sleazy, only out for themselves
- Used car dealer
- Slick, fast-talking, wheeler-dealer
- Desperate, that poor person

**How would you honestly describe your attitude toward prospecting for new business?**

- Necessary evil
- So tired of it
- I hate it
- Scared, confused
- Uncomfortable
- Overwhelming
- Wary, scared, afraid of rejection
- I avoid this whole process and my business has suffered greatly because of it

Remember, the people who gave these answers are *sales and business people*. With all these negative feelings about sales, how effective can they be at prospecting for new business and selling?

If you have an aversion to selling, this book will help you turn things around. Contrary to what one of our survey respondents said, selling is not ‘a necessary evil.’ In fact, quite the opposite is true.

In every business, *selling is absolutely vital*. As the old maxim says, “Nothing happens until someone sells something.” Sales drives business and the economy. It puts food on people’s tables. Without sales, there would be no business.

Selling is also vital to clients and customers. Without sellers, how would we learn about and obtain the products or services we need and desire?

So, what is wrong with sales and selling? Absolutely nothing! The better question is: *What is wrong with how some people sell, and what can they do differently to make selling a positive experience?* We will answer this question in *Sell the Feeling*.

The negativity that people feel about sales has a positive flipside: it creates a great opportunity for enlightened sales and business people to orchestrate a positive buying and selling experience,

distinguish themselves from their competitors, and win in the marketplace. *Sell the Feeling* will show you how.

## **PEOPLE BUY BASED ON FEELINGS**

---

People buy based on feelings. Likewise, they choose who to do business with based on feelings.

- In buying a car, you pick the one that gives you the greatest *feeling* of safety, luxury, ‘coolness,’ comfort, prestige, practicality, economy, reliability—whatever is most important to you.
- In choosing a real estate agent to sell your home, you pick the one who gives you the greatest *feeling of confidence* that she can sell it at the highest price.
- In choosing a financial advisor, you pick someone you *feel you can trust* to manage your money.
- In selecting an attorney to plan your estate, you want someone you *feel* is competent and makes you feel taken care of.

Of course, there are numerous other considerations in purchasing a product or service, but *the actual buying decision is always triggered by feelings*. People buy based on feelings and justify their decision based on reasons, in order to feel good about their choice.

Selling never stops. Once you have customers, clients, or patients, you must continue selling the feeling to keep them loyal. People vote with their feet, and in business, you never stop running for re-election.

In *Sell the Feeling*, we will teach you a six-step process to recognize and create the feelings that your prospects, customers, or clients need to feel motivated to do business with you. Regardless of what you are selling—clothes, real estate, financial or legal advice, insurance, cars, or mortgages—the principles are the same.

Selling is a process of influence. Influence takes place in the mind and occurs most powerfully at the unconscious level. In *Sell the Feeling*, we will teach you to influence people on both the conscious and unconscious levels. We will show you how to get inside your prospects' heads and influence them by speaking in the language of *their* thoughts and feelings rather than your own.

## **AND NOW, A WORD FROM OUR SPONSORS**

The *Sell the Feeling* system works. For the past seven years, we have been teaching it to companies, sales teams, and individuals in a variety of industries. As a result of changing their approach to selling, our clients have seen their sales volume increase anywhere between 24% and 250% in just one year. After seven years of fine-tuning the *Sell the Feeling* system, we are excited to share it with you.

Our training and coaching programs go into depth on selling the feeling in specific situations. We also teach our clients advanced influence techniques and how to systematically generate repeat business and referrals.

For information on training and coaching, audio programs, and other goodies, go to **[www.sellthefeeling.com](http://www.sellthefeeling.com)**

## **FREE BONUS!**

As our way of saying thanks for buying *Sell the Feeling*, you're entitled to a free bonus. See page 156 for details.

## **Selling the RIGHT Thing**

NEIL SHOWED UP AT SAM'S home for their Tuesday afternoon meeting. They sat at the kitchen table and Sam offered him a cup of coffee.

Neil told Sam about his revelation about features and benefits and he showed Sam his list, 'Benefits of Financial Planning with Neil.'

Sam said, "You're getting closer. It's a lot better than relying on a slick image and presentation. But a lot of your competitors know how to sell benefits. There's something else. Think about it in a different way. What motivates people to buy?"

"Their needs?" Neil guessed.

"You're getting closer. What kind of needs?"

"I don't know, Sam. People have all kinds of needs."

"Let me show you something," said Sam. Neil followed Sam into his home office. The office was beautifully appointed and filled with signs of an impressive life. The walls were decorated with award plaques and pictures of Sam with important-looking people. On his desk was a photo of two redheaded women, one middle-aged and the other in her 20s. *Could they be Sam's family?* The shelves bulged with books on all kinds of subjects: history, business, psychology, philosophy, spirituality, and more. There was even a photo of Sam skydiving. In the corner, Neil spied an old black-and-white photo of a young man in a football uniform. *Was it Sam?* Leaned up against the wall next to the photo was an old pair of wooden crutches wrapped with a bright red ribbon and bow. *What was that all about?*

Neil thought, *Who is this guy?* "Jeez, Sam—this is amazing. What are all the awards for?"

Sam replied, “Let’s stay on-track. We’re here to talk about *you*, not me.”

Sam pressed a button on a remote control and a panel slid open to reveal a flat-screen TV. He turned on the TV and started flipping through the channels until he landed on a commercial.

The ad was for an over-the-counter sleep remedy. It showed an attractive woman waking, stretching, smiling, and looking totally refreshed and ready for the day ahead. Everything about the scene was bright, clean, and cheerful—the room, the linens, and the woman’s silk pajamas. A vase of fresh daisies sat on the nightstand. The announcer’s voice and the background music were soothing and cheerful.

“Someone paid an ad agency hundreds of thousands of dollars to create this ‘little masterpiece,’” Sam said with a twinkle in his eye. “They obviously want people to buy their drugs, but there’s nothing very sexy about showing a little white pill and saying it will put you to sleep. What are they trying to sell you?”

“A good night’s sleep?” asked Neil.

Sam asked, “What does the ad show that you’ll *get* from a good night’s sleep?”

“I’ll feel rested and refreshed.”

“That’s it. They’re selling *the feeling* of being rested and refreshed. The people who produce and pay for these ads are no dummies. They do a ton of market research and testing. They’re selling the feelings of rest and refreshment because they know that’s what motivates people to buy. Now do you get it?”

“You think I should be selling rest and refreshment?” Neil chuckled.

Sam said, “What I’m saying is people buy based on *feelings*. Look at successful ad campaigns. They’re effective because they tap into the feelings that make people want to buy. The advertisers know to do this—it’s the guiding principle of their business. The same goes for politicians—just about everything they do and say in

public is designed to evoke the feelings they believe their constituents need to vote for them.

“You can apply the same principle to business, Neil. Most successful salespeople and business people sell feelings. They may not be doing it consciously, but it’s a big part of what makes them successful. To create sustained business success, you’ve got to *sell the feelings* that motivate people to want what you’re selling and to do business with *you*.”

Neil responded, “I get what you’re saying Sam, but I’m not selling sleeping pills. I sell serious investment advice and products. People buy financial services and products based on practical financial reasons, not because of how they feel.”

“I beg to differ,” said Sam. “Why do you think people buy financial products in the first place?”

“To create wealth, save for retirement, provide for their family’s security...all kinds of reasons.”

“Every reason you just mentioned points toward some desirable future outcome, right?”

“Yes,” Neil replied.

Sam continued, “On a *conscious* level, people may invest to have certain results in the future. But on an *unconscious* level they invest for the *feelings* their investments give them right now.”

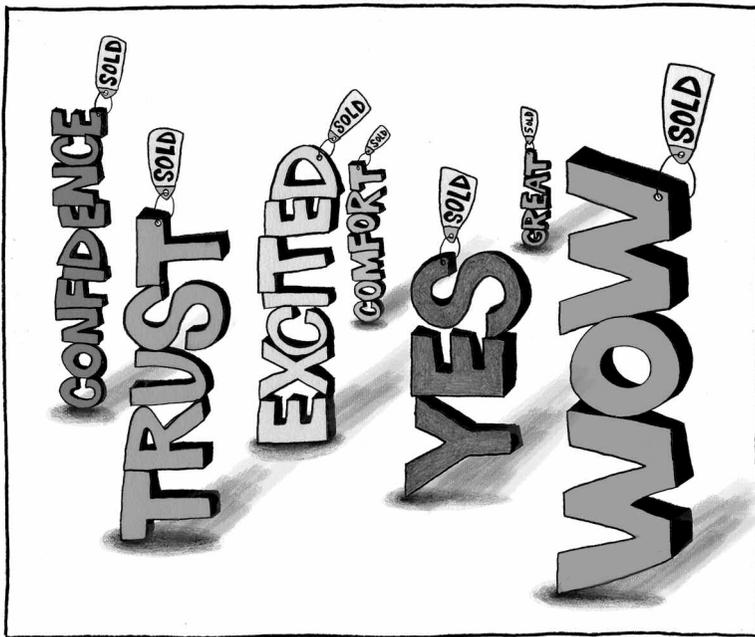
“Like what?” asked Neil.

“Feelings of safety and security, feelings of being smart, feelings of taking care of their family, feelings of building for the future—all kinds of feelings. Never underestimate the importance and the power of feelings in selling—feelings provide the energy that drives people to buy.”

“I see what you mean, Sam, but I still think financial planning requires a well-thought-out analytical process. My prospects don’t talk about feelings—they talk about rates of return, diversification, fees, and things like that.”

Sam replied, “Maybe your planning process is analytical, but the *buying* of your service *isn’t*. I’d be willing to bet your prospects and

clients frequently talk about what they want to feel as a result of working with you, and you simply haven't noticed. You've been too focused on yourself and what *you* want, rather than on what your prospects want and need to feel. Like so many other sellers you've been trying to convince people to buy based on your reasons, not theirs. And that, my friend, is why you're in a slump. *People buy based on feelings.*"



*"People buy based on feelings."*

Sam's comment stunned Neil. He felt his mind start to open and instantly snap shut.

Sam continued, "People may justify their purchases in logical terms, but after all is said and done, they buy based on feelings. It doesn't matter what business you're in or what you're selling. You could be selling mortgages, legal services, real estate, life insurance, or ski equipment. If you want to be extremely effective at developing new business, use your expertise to explain your products

and services to your customers' conscious minds, while you *sell the feeling* to their unconscious minds."

Neil asked, "What do you mean when you talk about the conscious and unconscious mind?"

"The conscious mind evaluates and processes information," said Sam. "It asks and answers questions like 'Is this a good deal?' 'Can I take this on now?', 'Is what you're offering me consistent with my goals?' etc."

Sam continued, "The unconscious mind deals with *feelings*, like motivation, trust, desire, and confidence. The unconscious mind exerts a much greater influence than the conscious mind when it comes to making buying decisions. In simple terms, the unconscious mind provides the emotional juice that motivates people to buy. People buy in order to experience *the feelings* they get from having their needs met. When you sell the feeling, you get the juices flowing so people will want to buy from you.

"Remember the commercial we just watched?" asked Sam. "The images and sounds were designed to reach our unconscious minds and evoke feelings of being rested and refreshed. People who have trouble sleeping want those feelings, and the ad taps into their desire to have them. Nobody watches that ad and thinks, *Oh, they're showing refreshing images to make me want their product*. The feelings are evoked on an unconscious level."

What Sam said flew in the face of everything Neil believed about selling. "I'm still having trouble imagining that selling feelings works with financial product sales."

"Don't believe me? Pick up any one of those financial magazines on my desk and open it to an ad."

Neil found an ad for one of the nation's leading investment companies. It pictured a young smiling family in front of their house. The headline was, "Face the Future with Confidence."

Sam said, "See, even the major investment companies are selling feelings, in this case, the feelings of security and confidence in building for your family's future."

Neil asked, “Okay, so how do I sell feelings?”

“Maybe you can tell me,” answered Sam. “Can you remember a great experience you’ve had as a customer or client?”

Neil searched his memory for several moments. “To tell you the truth Sam, I can’t think of any.”

“Amazing!” said Sam. “Doesn’t it strike you as strange that you, a professional salesperson, can’t think of a *single positive memorable experience* you’ve had as a customer?”

Neil looked perplexed. “I can think of plenty of *bad* experiences.”

“So can everyone else.” Sam tried asking the question another way. “Have you ever bought anything where you felt the salesperson took a *genuine* interest in you and what you needed—where you were more than just another sale?”

Neil thought about it for a moment and remembered a positive experience. He told Sam about being extremely nervous when buying his condo. His friend Philip, a mortgage broker, had sensed Neil’s anxiety as a first-time buyer. Philip explained the finance process every step of the way and helped Neil see how he could afford the payments. He addressed Neil’s fears and concerns. Philip told Neil, “I know this seems scary now, but you’ll see—*you can do this*. I wouldn’t put you in this mortgage if I didn’t think you could handle it.”

Neil told Sam, “At that moment, my fear went away, and I felt confident enough to take the plunge.”

“What were you confident about?” Sam asked.

“I was confident in myself and in Phil.”

“Great—what else did you feel?”

“I trusted Phil. He was my friend and I knew I wasn’t just another commission check to him. I knew he’d take care of me.”

“So you felt *trust, confidence, and a feeling of being taken care of*?” asked Sam.

“Yes.”

“Good, Neil. You’ve just identified the feelings most people need to feel good about doing business with someone.”

Neil felt something opening up. He remembered how good he felt doing business with Phil. But he still couldn't connect the dots. Neil asked, "I've had a lot of training in how to sell my product, but how the heck do I sell feelings—what do I *say*?"

"It's not just about saying the right things," Sam answered. "Selling the feeling is a philosophy; it's a whole different way of thinking, communicating, and being."

"This is really fascinating, Sam. How can I learn more?"

"I'll tell you what," said Sam. "You seem pretty motivated. You're certainly persistent. If you're willing to make some changes and work hard, I'll coach you to become the best salesman you can be. You'll have to commit to coming around here every week or two and doing what I teach you. Who knows—you may become one of the top producers in your company."

Neil replied, "I'm a little tight on cash these days. How much will it cost me?"

Sam replied, "Nothing."

Neil was shocked. "Why are you offering to teach me for free?"

Sam replied, "I have my reasons."

Neil asked, "I don't mean to sound ungrateful or anything, but I don't know anything about you. Before I commit to this, tell me why you think you can teach me to be a great salesperson. What's your background? And why would you do this?"

Sam said, "I don't like to talk about myself. I'll tell you this much: I've always been an astute observer of salespeople. I was in sales myself for years and developed a very successful business. Now I'm retired. I have plenty of money. I'm in a transitional phase. I have lots of time on my hands, and I'm offering to help you. Take it or leave it. All I ask is that you make a decision one way or the other, right now."

Sam's offer sounded strange, but he had a hidden and mysterious quality that Neil found appealing. Even though he had met Sam three times, Neil knew virtually nothing about him. Sam was a

bit pompous, but Neil liked and trusted him. Plus, he seemed to know a lot about sales. Despite the mysterious circumstances, Neil felt confident that Sam could help him. His gut told him to jump at the opportunity. “Okay, Sam. I’m *in*.”

Sam answered, “Before you commit, you have to agree to play by my rules: 1) Show up for all our scheduled meetings, 2) do what I teach you, and 3) finish the training.”

“That sounds fair. How long will it take?”

“A few weeks, or a few months, or more. It depends on you.”

“Okay, I’ll do it,” Neil said with conviction.

“Oh, and there are a couple of other conditions,” Sam added. “Don’t ask me about myself or why I’m doing this. Also, I need you to write me a promissory note for \$25,000. I will only cash it if you don’t keep your agreement. I promise to tear it up when you finish the training.”

“Why do I need to do that? I promise to stick to the agreement,” Neil asked.

“You need to be at stake, have some skin in the game; otherwise, there’s no accountability,” Sam answered.

“\$25,000 is a lot. I don’t have that kind of money in my checking account,” said Neil.

“You *will* if you complete the training. But then again, if you complete the training, you won’t need to pay me.”

“Alright, when do we start?” asked Neil, agreeing to Sam’s terms.

“We’ve already started,” said Sam. He wrote the promissory note, spelling out the rules they had agreed on.

Once Neil signed the agreement, they shook hands. Sam said, “Now, for your first assignment: For the next week, I want you to be an astute observer. Every time you see a commercial, billboard, or magazine ad, ask yourself what feeling it’s selling. Also, every time you go into a place of business, interact with a salesperson, waiter, or any kind of service rep, notice what feelings they evoke in you. That’s it. I’ll see you next week at the same time.”

Neil left feeling excited about the possibilities of what he might learn from Sam. He wondered about who Sam was, but he'd agreed to his rule of not asking.

While driving home, he heard an Army recruitment ad on the radio. "Be all you can be." Neil thought about his conversation with Sam and realized the ad was selling feelings of empowerment, excitement, patriotism, and hope for the future.