



[How To Win Over Skeptical Clients \(In Three Quick Steps\)](#)

Three Month Vacation Podcast

Sean D'Souza:

I don't know if you've ever heard the story of the white pants of Sara Blakely. Sara's product was an undergarment. It smoothed out the contours of a woman's body making your clothes more flattering, more comfortable but Sara was not able to sell the product. Yet as the legend goes she was at the store at Neiman Marcus in Dallas and she was wearing these form fitting white pants. She invited the buyer to join her in the lady's room. At this very unusual place that Sara proceeded to show how those white pants looked with the undergarments that she was selling which were called Spanx and then she proceeded to show how they looked without it.

Sara didn't stop there she went on to sell to Bloomingdales to Saks, Bergdorf-Goodman and today that brand is worth over \$250 million, but what was Sara really doing there? Was she selling a product or was she doing something different? Sara was actually fighting resistance. Often as we go about our day to day business selling products and services we run into clients who are convinced that they are right and often they're wrong. We then try to get into this debate, this mini argument as it were and that's not the way to convince a client.

The way to convince the client is to show them proof. How do we go about this proof? In today's podcast we'll cover 3 ways in which you can get a client over to your side of the fence without any of that mini argument or debate. We'll talk about 1 the proof that you create, 2 the proof that other people create and finally irrefutable proof demonstration. Let's start off with the first type of proof which is the proof that you create.

Let's say for instance you are a web designer and you're completely convinced that responsive sites are very, very important for clients. Responsive sites as you probably know are sites that you view on a mobile or on a tablet and they readjust to fit the width and the height of the mobile or the tablet.



There you are in front of the client and the client is old school. They built their site in 2005 or 2007. They're not that keen to switch over to something that readjust their entire site. What are you going to do?

The first thing that you need to have is you have to have content of your own because clients have objections and usually they don't have a lot of objections. They've had maybe 6, 7 different kinds of objections over the years and what you need to do is you need to put together information. A good form of information is a bunch of articles. You could have a booklet, you could have any kind of information that you've written and it's very important that it comes with your name attached to it because that makes you the expert. As the client is battling a bit not a lot but just a bit with you, you can point out that information on your website or maybe you've got a booklet that you can hand out to them.

Now it's easy to think we'll I can just tell them. I can just speak to them right on the spot they are sensible people but a conversation doesn't have the elements of an article or a booklet that has structure and form. You can't just put together anything on a website. You have to have structure and form and you have to build that argument as it were. When they go and see that structure and form and it's signed with your name because it's on your website or your booklet that makes you the expert. That makes a big difference to have the client perceives you because now you've anticipated their objection and you've answered their question. That's only 1 way to do it.

The second way you want to think of is external proof. Let's say the client decides that "Hey it's your website. You wrote all the information that's nice but I'm not convinced." At that point in time you'll have to have external proof. The external proof could be again booklets, could be books, could be information on other websites and this becomes third party proof. You may say "That's exactly the same as what I'm saying." but it's not. The moment it comes from a third party automatically it gets relevance. If it's already published in a book it has even more relevance.

Even if you direct them to an authoritative site you will find that it's relevant enough and what you're doing now is bringing down that resistance. That's really all you're doing. The client has resistance and you're bringing down their resistance.



When we assume being ... see the same thing over and over and over again it becomes true for us. Suddenly that client is no longer seeing the fact that you said that they need to have a responsive website could now suddenly google is sending out notices to website owners saying "Hey you need to have a responsive website."

Suddenly everything is changed but it's not likely [it'll 00:05:54] just show up and expect the client to buy into your idea or your product or service. There's huge amount of resistance and it's only when you have these couple of things together your own proof and external proof that makes a big difference.

Imagine your Sara Blakely. Imagine you don't have any of your proof. You don't have any external proof .You just have this product that you want to sell and no one has ever seen it before except maybe your friends, maybe your relatives. No one has ever seen it before how do you sell that's when the power of demonstration comes into play.

That's the third part which is demonstration, actual physical proof right front of the buyer. There's a story about Corning glass. You've probably heard it. It's about how they tried to sell Corning glass many years ago. Now Corning glass was unbreakable at least this kind of glass was unbreakable and all of the salespeople were talking about how the glass was unbreakable. One of the salespeople was doing better than everybody else and so much better that the management called him in and said "What are you doing?"

What he was doing was actually demonstrating that the glass was unbreakable. He'd take the glass, put it in front of the buyer then get a ball-peen hammer and swing the hammer towards the glass. As soon as he did that they would go back in horror because you're about to smash glass and he bring that hammer down on the glass and it wouldn't break and that was proof. That was irrefutable proof and that is through demonstration. You're thinking "I have a website. I don't have glass and I don't have hammers." You can have a before and after and it doesn't matter which business you're in. There's always a before and after.

If you're selling an article writing course, there is a before and after. If you're selling a microphone, there is a before and after. If you're selling Spanx like Sara Blakely well there is a before and after. The before and after is probably the most powerful instant demonstration you can get through anyone and the moment you do that whole resistance comes crashing down.



Not the whole thing but most of it. Sometimes all it take is 1 demonstration but sometimes you need all 3 of these back to back.

You're going to need articles or a book or a booklet that you have written that makes you the expert then you're going to have some external information that some other expert has talked about that points exactly to what you're saying. Finally there is going to be a before and after in your business. There's always got to be a before and after an when you stack all 3 of these back to back, it's very, very hard for a customer not to be convinced and that is because you're prepared.

When you're prepared, you're full of confidence and the customer can see that confidence. They can feel that confidence. It's not you just coming up there and refuting some objection. You're actually prepped. That's the kind of person you like to buy from, that's the kind of person I like to buy from.

However there are situation where a customer will still argue with you. You can show them all the proof, you can give them all the information, you can do the demonstration and they still won't buy from you because they want even more proof. At this point in time we tend to back away and say that customer is really stupid. Is it just the customer being difficult or is the proof not as compelling as it should be? You've got to check this out with your target profile.

In the Brain Audit which is our book we talk about target profile in great detail and essentially it's this. You want to go out there and speak to a single person. You don't want to make up all these things in your head and they will tell you whether you're communicating or not. You need to have this kind of audit from your customers especially when it comes to your own information. Especially when it comes to your own demonstration, you get rid of all the holds and then you get a story like Sara Blakely's. It's perfect.

Everything is engineered including the master stroke of going to the lady's room and not selling in the boardroom. That's all engineering and that's what it takes to reduce the resistance and to get the customer to be convinced to buy from you and only you. As we jog to the end of this podcast, what is the one thing that we can do today? It's very simple. Find a before and after. It doesn't matter what you're selling there will be a before and after syndrome.



Your product or your service or even your idea it's solving a problem so there has to be a before and after. Look for the before and after and start there and that will make a huge difference in convincing clients and reducing that resistance.

If you've been listening to this podcast for a while, where do you listen to it? Can you email me at sean@psychotactics.com. Tell me, do you listen to it when you're walking? Do you listen to it when you're exercising or do you just listen to it in the middle of the day somewhere? Email me at sean@psychotactics.com and let me know where you're listening to this podcast.

On another note we're having an information products workshop in Silver Spring which is just outside Washington DC in the United States. It's in the first week of May and if you want to come [Psychotactics workshop](#) is unlike anything you've ever seen. We have a party. We have a great time and you learn a lot. You spend 2/3 of your time outside the room and that's where you really learn. It's not this blah, blah, blah that you have inside the room you'll find out for yourself. If you've been through a workshop you know exactly what we're talking about.

If you haven't been to a [Psychotactics workshop](#) you should come and the reason why should come is it'll show you how to construct information in a way that is extremely powerful. We have [inaudible 00:12:26] information and people are putting more and more information together and the information products workshop shows you how to put together less not more information and make it more powerful for your clients so that they consume it and come back for more.

How do we do it? We have a system that involves the planets, the sun, the moon and the lunar surface and if that sounds bizarre, it's a lot of fun. You learn how to put together an information product that is very sound and customers love and they come back for more. Just like you do with a lot of Psychotactics product, you keep coming back to buy more and more. What is it that holds it together? What is that glue? That's what we'll cover at the [Psychotactics information product workshop](#).

Information products have made the difference for us in our lives. It was the [Brain Audit](#) that started us on this journey and it's what enables us to take our [three month vacation](#).



All the products then lead to clients buying and to consulting buying [inaudible 00:13:24] courses and we've made friends with many of our clients through the world. We travel with them, we enjoy ourselves and I wish the same for you. If you would like to come to the workshop the link is at www.psychotactics.com/dc. This podcast had been brought to you by psychotactics.com and of course the 3 month vacation. Bye for now.

Oh and before I go—Can I ask you a small favour?Would you be kind [enough to leave a review](#). Your review, rating (and subscription) are most appreciated. They help the rating of the show and I read every single review. And if you have any feedback, you also want to write to me at sean@psychotactics.com. Anything you'd like to see or listen to anything you don't like, just write to me at sean@psychotactics.com. I actually implement the feedback.You can do this from your phone or your computer. [Here's a graphic, if you need any help](#).

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