

Peak Performance Sales

Turbocharge Your Sales

Without Being Pushy

Lily Patrascu

Peak Performance Sales: Turbocharge Your Sales Without Being Pushy

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ISBN: 9781095056370

Book Design & Book Writing & Publishing done by:

Lily Patrascu

Brand for Speakers

www.brandforspeakers.com

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Praise For The Book



"This book is an invaluable treasure for all those who want to achieve extraordinary results in sales ... It changed my way of selling my services and my image, not only with powerful information, but also with a concrete training that focuses on the best selling habits and the most effective methods to close sales and win customers ... a book that will change the history of your business and lead to extraordinary economic growth."

Alberto Pupo, www.CelemPeru.com

#1 Risotherapy & Business Teambuilding Coach in South America.

"Peak Performance Sales is a fantastic visually enticing book which shows the impact of transforming your business or your life by learning how to sell. As a public speaking, leadership and empowerment coach, I am able to empower you to become a peak-performance world-class speaker, author, coach, consultant or employee.

What I loved about Lily's book was she made selling seem simple, and she gave the information in an easy-to-follow blueprint – which was, again, broken down into steps. This is a practical workbook anyone can follow to discover how to sell in a way that is authentic."

Harry Sardinias – Public Speaking, Leadership And Empowerment Coach – www.SpeakersAreLeaders.com

LILY PATRASCU

"If you are ready to increase your sales performance, then the Peak Performance Sales book is for you. Sales is the best business in the world to be in, but if you don't expand your knowledge of the process with new techniques and strategies, you'll quickly become old news. Get your hands on Peak Performance Sales today."

Armand Morin, www.MarketingUniversity.com



"If you want to improve your sales and marketing skills, communicate more efficiently and effectively, offer better financial criteria for your projects, and make more deals, you should buy and read this book! Lily's passion and effort for her work is behind every word and her way of caring for people is remarkable."

Yavuz Altun, CEO at Happy Center – chain of more than 130 supermarkets, Business Growth Coach, Advisory board member of several institutions. Member of the Board of Directors of the Turkish Chamber of Commerce and the Economic Development Foundation in Turkey, author of Exponential Growth Strategy.

www.Happy.com.tr, www.HappyCenter.com.tr



"Peak Performance Sales is a little gem of a book written by an author who has painstakingly and meticulously

researched her subject to provide you with the gain without the pain! With many tips garnered through real life experiences and practical advice from diverse resources, all in a very readable and digestible format, the book makes becoming a 'hotshot' in sales so much a reality for anyone seeking to improve in order to grow their business. This book will be the basis of improving your position in life for the better so don't lose that opportunity for change – but grab it and put it into action immediately – you'll never look back."

Mahtab Aziz, Celebrity Lawyer, www.Sbs-Law.co.uk



"Peak Performance Sales contains a winning formula. Having been in business 24 years and with sales being the key departments for my businesses, I understand the formulas and techniques it takes for lifelong sales. This book is an awesome map towards achieving great sales. It's to transform your mindset with freshness to give you a breakthrough to reach new heights in sales. Lily Patrascu will give you the keys towards making groundbreaking sales. I'm excited to make massive changes to my sales (and team's) approach, using these simple sales methods. So, if you want to radically improve your sales numbers on your board but, more importantly, build that great rapport with your clients, you must read this book. Don't forget, you're an awesome salesperson and there is a salesperson in all of us."

Mak Singh – Entrepreneur, International Recruitment Director, Wolverhampton City Councillor, Public

Speaker, Author of Limitless – Tap Into Your Hidden Purpose, www.maksingh.com

"As a reiki master and reiki healer with 17 years of experience, I coach people who want to achieve what they want in life through the power of shifting their mindset from negative to positive, and through the power of channeling channelling the energy of the uUniverse. Peak Performance Sales book is about the key steps to be taken in order to get the sales mindset and techniques to close sales. Highly recommended."

Tejal Parekh, Reiki Master And Reiki Healer, Tejal Parekh TV YouTube Channel

"Peak Performance Sales is a guide to selling that stands out from others for its fresh and innovative approach. A fantastic read for anyone wanting to learn about sales or take their selling to the next level. It is a book that not only talks about techniques, but the importance of mindset. Lily is someone with an incredible story, learning by hard work, experience and from some world experts, and she shares her knowledge in this powerful and engaging read. This book isn't just a great read for businessmen and women who want to sell a product or service, but everyone who wants to 'sell' or promote their message, whether that be

politicians, public speakers or anyone with passion to share their story.

What I really liked about Lily's book is that you can dip in and out or scan it, as it's written in such an easy-to-read style.

As an entrepreneur, writer and speaker on influence myself, everything that Lily talks about resonates with me and I know this is a book that I will read and reread many times, so I can implement her many tips through practice."

Nick Ronald, Author Of Secret Influence, Speaker, Founder of Secret Influence TV.

www.NickRonald.com



"This simple, yet powerful, empowering and very effective book is an asset to people from all walks of life. Whether you are already in business or still thinking about it, my advice is this: RUSH AND GRAB YOUR OWN COPY BEFORE IT IS TOO LATE. It is simply invaluable.

Production cannot be said to have taken place without sales. The teaching from the author (Lily Patrascu) is this: with the right mindset, knowledge of the product, believing in the product, and being passionate about it, too, you can effectively sell anything, become rich, motivate others and improve the economy at large. Very powerful. Further, the

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teaching goes on. Even if initially the product was not in your area of interest, you can indeed turn it around by creating and adding value to have the ownership and become passionate about it, leading to increased sales and even greater wealth. At this point you are highly charged to diversify into uncharted territory using your transferable skills to reach for the sky. That is what Lily has clearly demonstrated in her book. This was somebody who did not believe in lettings, later turned it around, quickly identified she was losing customers, and boldly leapt into public speaking. That was her nemesis, and with determination and perseverance, she is now a renowned public and an international speaker. Lily is simply the best. Lily is awesome. She is an inspiration to us all. Great lady.

I am fortunate enough to be familiar with Lily and her partner Harry's earlier products – 'Speakers are Leaders' and the 'Book Programme' by Lily.

These are very powerful products, too, and because I am very passionate about these products and understand their benefits, I have been able to push the sales within a very short time scale.

Further, I took early retirement, believing that I have touched on everything in my life. Since meeting Lily and Harry and, of course, my business partner, Amin Ahmadu, they have had a huge influence on me. I am starting all over again and enjoying it and making progress. It is all due to the motivation from them. In fact, I have an unfinished job. I want to create more wealth and give more help to the less privileged.

Peak Performance Sales is a very easy book to read. Most of the key points have been highlighted to capture interest quickly and grasp knowledge.

As an academic, too, I can confidently say that meeting Lily and Harry has created a huge impact on me. I am now a totally rounded person intellectually. Prior to meeting Lily and Harry, and not having read Peak Performance Sales, I thought I could sell; right now I can tell you that I am on a totally different level. IT IS A MUST-BUY BOOK. We can all now say: 'Yes, we can!.'

Nicky Oke: Property Investor, BA (Hons) Econs – Economics, MBA – Henley, DBA (Doctor of Business Administration) in progress.



"I have attended webinars and workshops, watched videos and downloaded e-books about selling over the last few years.

In Peak Performance Sales, Lily has covered it all. Not only does she give a keen insight into the psychology of selling and buying, and give you advice on how to sell, she also makes you think and consider where you are and if you are in the right place.

There are lots of questions and solutions to the problems we all experience when selling and some great exercises to help answer these that relate to your own personal situations.

A must-read to get you to a point in sales that reaches your own state of peak perfection."

John Kenny – The founder of Interpersonal Relationship Coaching, Award Winner, Speaker and Author, www.johnkennycoaching.com



"Another great book by Lily. By far the most user-friendly I have come across. Just love the approachable format. Having worked closely with the author in recent years, I am so delighted that she finally shares all her secrets of attaining her great disposition and ebullience in this book. An exciting read with its content, graphics and style. Practice the techniques and soar towards peak performance."

Nikki Maharaj – Author of Greatness Is Your Birthright – property entrepreneur and precious metal trader, www.NikkiMaharaj.com



"Peak Performance Sales proves that with the correct mindset and the application of key skills detailed within the book, you can achieve extraordinary results in sales."

Steve Frew, The First Gymnastics Gold Medallist For Scotland in the History of the Commonwealth Games www.SteveFrew.co.uk



*"Selling effectively seems a skill reserved for few people; however, in this book, Lily gives us a concrete and simple-to-understand powerful tool that will undoubtedly mark a **before** and **after** in our way of selling everything. We all want to obtain results. As a business coach, I will be able to increase my sales to high performance when selling my services, which will translate into more and better results. This is a book of great value, as it is the product of the experience of Lily, who with her authentic style has helped many people to develop their potential, each with their style when it comes to selling their products or services. 100% recommended."*

**Giovani Rospigliosi, NLP Business Coach & Speaker,
Peru**



"Sales skills are basically the best skills you can have to increase the quality of your life. I have been able to earn more in one sale of sixty minutes than most people earn in a month. I learned to win with hours and thousands of dollars of sales training and now you can get almost the same teachings and benefits from just reading Lily's book. It's a very great book. What I like about Lily's book is that the valuable sales knowledge is outlined in a clear and professional manner. It's one of the best books you can read and apply to improve the quality of your LIFE. I would say ... read the book word for word. Sales cures all."

Wim Muhirwa, Business Growth Expert,
www.misseastafrica.nl



"As a reiki healer and feng shui expert, I know the impact that mindset can have on people's lives. Peak Performance Sales is a great book for anyone wanting to make more sales by using mindset, and simple, yet very effective, sales techniques."

Rajan Bose, Reiki Healer,

www.thestressreductionspecialist.com



Foreword by Harry Sardinas
Empowerment, Public Speaking and
Leadership Coach



As an empowerment, public speaking, and leadership coach I specialize in unlocking your potential and helping you create a speaking business so you can grow your existing business or create a new business based on what you already know.

Over the years, I've met tens of thousands of people with great potential. In fact, my gift is seeing and unlocking the potential in others before they even realise it themselves. The gift of a great coach is enabling others to reach optimum performance so they can enjoy the freedom of choosing how they want to live.

LILY PATRASCU

I don't think I ever met anyone who has given me more headaches than Lily Patrascu in terms of getting her coached to see the potential in herself.

The minute I met her I realised she was a hidden diamond with so much to offer for any business. Despite the fact she had no training at the time, she had an incredible determination, a "can do" – "whatever it takes" kind of attitude, which was almost unheard of in my businesses.

She was intelligent, and she was willing to stay late to achieve the objectives of the business, to spend time improving and learning, and to create more effective ways of working, more efficient processes and she was focused on making small improvements that would lead to huge financial returns. She managed to raise the revenues of my companies because she brought in enormous creativity, effort and kindness to my companies and to my clients.

She transformed the service I was offering to my clients and made it exceptionally better. She brought in referral systems that brought in revenue without high costs, she increased the ways of accepting payments, she increased the retention of clients by introducing elements of client appreciation that we never used to have in my companies.

I had this huge dream of becoming an author, but for me it seemed like an insurmountable obstacle because my spelling is not the best and I hate writing. I knew I had huge knowledge, experience and belief in myself, and I really could help a lot of people with my fast-thinking and

problem-solving skills, gained thanks to my training as a chemical engineer, but writing was something I definitely could not bring myself to do. Lily made things super-easy for me because she interviewed me, then transcribed my audio notes and turned my ideas into books.

She helped me organise my thoughts into two books that we collaborated on, which led to getting international speaking opportunities, speaking about my book on the same stage as Tony Robbins – world’s number #1 business strategist, worth more than 500 million dollars, and Les Brown – world’s best motivational speaker, and multiple other famous international speakers.

The books she did for me also created business opportunities for me, and enabled me to monetize my passion for speaking and for coaching people with our international public speaking workshop, called Speakers Are Leaders, listed alongside the world’s best courses, alongside Robert Kiyosaki – who sold more than 23 million books, JT Foxx – world’s #1 wealth coach, Tony Robbins, and Blair Singer – one of the world’s best sales trainers. For more info, visit: www.SpeakersAreLeaders.com

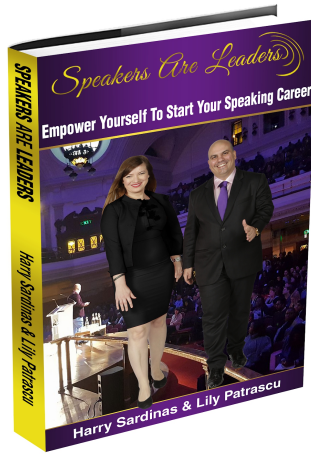
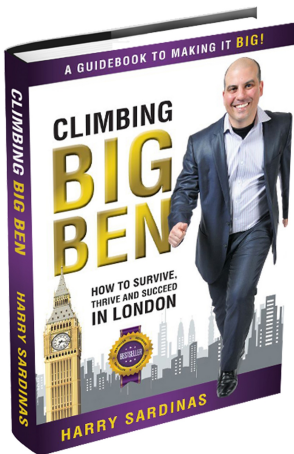
She also did the copywriting for all my websites, my sales letters, my books, my programmes for public speaking, empowerment and leadership.

*We are now collaborating on multiple projects for corporate training in multiple countries, and on programmes where we are helping aspiring speakers, coaches, trainers, consultants, and business owners create, launch and sell their courses. For more info, visit: **www.speakersareleaders.tv***

*We also created Millionaire Speakers Network – alongside our Singaporean partner, Oh Hockchong – that is currently an international platform for speakers to get trained to become world-class international speakers and trainers, and gain international speaking opportunities. For more info, visit **www.millionairespeakersnetwork.com***

Peak Performance Sales is a practical masterpiece of key information so you can increase your sales in your business or, if you don't have a business, you can apply these techniques to start one! Learning how to sell is the most important skill that a human being can have, because this skill will allow you to become an entrepreneur so you no longer have to exchange time for money and are never capped in how much income you can make.

Enjoy the book and, as Zig Ziglar said: "See you at the top!"





About The Book

*Peak Performance Sales is a life-changing, visually engaging interactive book which shows you how to create more income and transformation in your business, your workplace or your life, using the proven **Peak Performance Sales Blueprint™**.*

Selling is one of the highest paying professions, if done well. In fact, everyone is in sales.

You are always selling, whether it is a product or an idea.

*This book breaks down the process of selling into a simple step-by-step system – the **Peak Performance Sales System™**, – which anyone can follow in order to get a peak performance mindset so you, too, can close more sales and create the lifestyle you desire, and so you, too, can finally have the time freedom, the financial freedom and the freedom of choice to live an extraordinary life.*





About The Author

Lily Patrascu is the co-founder of **www.SpeakersAreLeaders.com** – Your Voice Can Transform the World – a workshop listed alongside the world’s best courses. She is the author of multiple books and an international speaker. Lily has established herself as a sales and branding coach with a focus on empowering you or your company to increase profits and make more money by creating multiple streams of income, and enhancing or creating your branding/visual identity so you can increase your sales, win bigger contracts, create wow experiences for your clients, and get raving testimonials, so you can increase profits. She is the co-author of the ***Speakers Are Leaders*** book.

Lily Patrascu’s Experience

She has empowered hotel chains, financial institutions, universities, charities, influencers, politicians, directors, managers, employees, students, teachers, speakers, entrepreneurs, authors, coaches and young people in the UK, Singapore, Peru and Mexico, to enhance their image and attract more business, share their message with the world and create wealth at the same time.

Lily Patrascu's Results

Results obtained so far through Lily's coaching are: positioning people as experts in their industry, gaining enhanced visibility, gaining free publicity, closing major contracts, getting booked to speak, creating an unforgettable experience through the "experience of wow", taking leadership and teambuilding courses, enhancing sales, obtaining raving testimonials.

She has shared the stage with world-renowned motivators and world-class international speakers, including the highest-paid speakers in the world, such as Les Brown, Blair Singer, Raymond Aaron, Armand Morin, and other elite speakers.

Lily Patrascu can help you to increase your sales and enhance your image so you can attract more people to do business with you.

She is the author of multiple books, including *Speakers Are Leaders*, *Lider Orador* (*Speakers Are Leaders* book in Spanish), *Brand for Speakers*, *Monetize Your Knowledge*, and *English From Zero To Hero*, and is also a ghostwriter of other books.

She is an international speaker and a sales and branding coach whose courses have been listed among the world's best programmes – alongside Tony Robbins, JT Foxx, Robert Kiyosaki, and in the Success Resources marketing platform, New Tycoon.

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She has shared a stage with top world-class speakers, such as motivational speaker Les Brown, branding expert Raymond Aaron, and the biggest Internet marketer of all time, Armand Morin, who sold more than 200 million dollars online. She has trained hundreds of authors, speakers and coaches, as well as investment companies and universities, to increase sales through branding and sales techniques.

She is the co-founder of **www.SpeakersAreLeaders.com** – a live transformational workshop which has created a movement for empowering aspiring speakers, authors, coaches and business owners to speak effectively on stage, in meetings, and in live or online presentations.

This programme will empower you to become a leader, speak more effectively, so you can have more people want to do business with you, and take the first powerful steps towards becoming a confident public speaker, in person or online, on stage or in meetings – so you can close more sales and deals and so you can achieve better results at work.

Her workshop, **www.BrandForSpeakers.com**, will enable you to discover the easy proven system to increase your wealth as a speaker with what you already know and have experience in. This is for you if you are an aspiring coach, author, speaker, consultant or business owner, or you simply would like to start a business alongside your job and you want to raise your profile by enhancing your branding so you can charge more for your services, as well as expand your business.

Lily came to London to work as an au pair, with 100 euros in her pocket, and lots of energy and enthusiasm. She began

travelling the world whilst being an au pair until she realised something was missing in her life – a feeling of achievement and growth – and the right partner!

She struggled with being taken seriously and lacked confidence in herself until she wrote and published her first book, which totally transformed the perception people had of her and landed her the opportunity to meet the life partner she had envisioned – and manage his multiple businesses.

She increased the sales in one of these businesses by a total of 41%, through the power of branding as an author and by enhancing perceived value, and managed to almost double the price of the courses she was selling. She has also won, twice in a row, the global sales competition promoting personal development courses.

Despite all this, Lily realised she was missing out on numerous opportunities for extra income, business deals, networking and sales, because she lacked confidence in herself when speaking to large groups of people, doing presentations or appearing on video to promote her services or products.

She then created a vision board and decided she was going to become an international speaker and, within eleven months, she had spoken around the world and appeared on the same stage as Les Brown, Raymond Aaron, Richard Tan, Douglas Vermeeren and other elite speakers. She now delivers her workshop in Singapore, the UK and Peru, and is due to appear on stage in front of thousands of people alongside world-renowned speakers in Mexico, Colombia, the USA, and many other countries.

LILY PATRASCU

For more info about Lily Patrascu: Visit **www.lily.global**

Subscribe to Lily on her YouTube channel: **Lily.Global**

Follow Lily on Facebook:

www.facebook.com/lily.patrascu

Follow Lily on LinkedIn: **Lily Patrascu**

Follow Lily on Instagram: **Lily.global**





Dear Reader,

Thank you so much for reading this practical step-by-step, hands-on book.



Selling Is Key

Selling – whether you like it or not – is a necessity. It drives companies forward, it enables you to have the lifestyle you desire and it can be the reason why you are able to create **impact and influence** around the world.

Lack of sales, however, can be the reason why you aren't yet in a position where you can have financial, time and choice freedom.



Over the last few years, I have invested hundreds of thousands of pounds into my education, learning from the world's best trainers, coaches and entrepreneurs, and I have spent thousands of hours speaking to people and finding a way to serve them best with my products or services. I continue to invest thousands of pounds every year in getting the latest cutting-edge training from the world's best trainers.

LILY PATRASCU

I have condensed my practical observations, techniques and strategies from all those training experiences into this hands-on book, so you don't have to waste years of your life looking for "the one guide" that has the secrets that you can immediately use so you, too, can finally create more income through your passion, your authenticity and the skills you currently possess.





Create
IMPACT **And**
INFLUENCE
With Your Voice.



Who Is This For?

The best part is, you can skim-read or speed-read through this book as well, because I have highlighted the best parts – plus, I made it as visually attractive as possible for you, so you can find it easy to extract the most useful information for yourself and implement it straight away with simple, yet very effective exercises to brainstorm the best ideas to grow your business, make more sales and, finally, close more sales and do business on a higher level.

This is also for you if you have never sold anything before and you are looking for some easy-to-use guidelines for getting started.

I Used To Be Like You



Many years ago, I had no idea how to get started selling and I was really struggling to sell – until I finally figured out the reason for it was that I simply didn't believe in the product, plus I didn't really know the product well enough to be able to inform a potential client about the benefits of owning it.

I started out selling English courses in my partner Harry's English school – and I found it very hard, because the clients were coming in every few minutes to ask about the courses, but I had no idea what the courses entailed, what made them different, what made them better, or why anyone should give them a try.

I was stuck offering free lessons so people could experience the courses before buying.

Just imagine being stuck in a position where the only differentiation is being the cheapest on the market. It is a very difficult position to be in, because you might as well pack up and go home than be in business and make no money.

But then I realized, through endless hours of training and speaking to people, **what I was really selling.**



What Are You Really Selling?

People wanted to learn English, but what they were really buying was the *possibility of a better life*, the opportunity to be able to find a job, thanks to having learnt enough English to do that; and the best part is, – as soon as I understood what it was they were struggling with, and what their biggest issue was, I then managed to double the prices of the English lessons by writing a book about the biggest pain point they had – which was learning English quickly – so they could find a job fast, open a bank account, integrate, find accommodation, be able to do anything they really wanted.

The book is called *Learn English Fast* and, as we speak, people are subscribing to my YouTube channel about this topic, even without me encouraging them to do so. Why? because they are interested in learning more about it, and in

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many countries their livelihoods depend on being able to learn English fast and being able to speak it fluently.



What about you? What is that thing that you know a lot about, that people would buy even if you didn't even ask them to do it?



Write down what do you know a lot about:

What is so simple, so easy and common sense and fast for you to do, and so hard for others?.....

What are you selling?.....

What are clients really buying from you?.....

What is that something that you would spend 24 hours doing and not be bored of it?.....

What is that something that is authentically you - something that you are absolutely passionate about? What are you spending your time doing when you are absolutely passionate about it?



I know for sure there is something very special that you know a lot about, and all you have to do is to discover what that is, what it is you are passionate about and would be happy spending your time doing, and what people are willing to pay for it, and then get started with a great marketing plan so your sales jump up.



I soon realised that, despite being able to double the price of the courses I was selling, I had another problem – people were finding work, thanks to improving their English fast with my book, but then they could no longer come to the courses. I had no idea how to create online courses so I was stuck with an empty classroom because clients were stuck at work; I was solving one problem, but creating another one for myself.

Besides that, they didn't really have much money, so any little money they had was used up for their rent, food and absolute basics. So there was another problem – I was stuck with clients who didn't have the money to buy my product.

I soon began to manage Harry's property business and I was struggling to sell, until one day when I realised the reason I was struggling was because I hated the properties myself – how was I going to promote something I hated myself?



Small Effort, Big Results

I then spent a whole weekend enhancing the image of the properties – staging the properties – putting in bed linensheets, candles, flowers, paintings, small touches of colour, ensuring the houses were ultra-clean and tidy – I even painted some of the properties myself – so that they would look the way I would have wanted them to look if I were to live there, personally.

From that moment on, within a day, the properties were renting out fast. This strategy enabled me to raise the prices of the properties, and raise our profit, plus have happier and better clients – the kind of clients that were interested in making the house their home.

I soon became aware of the thing that made the biggest difference – which was **enhancing perceived value**.





Create
Big Value
At Low Cost





Enhancing Perceived Value



Think about it – what **SMALL change** can you make to enhance perceived value in your product or service at a low cost to you, so you, too, can increase sales? What can you do once to make money from or leverage FOREVER? What is a small change you can make to your product that will enable you to make your clients happier to pay you much more for the same thing?





What are you currently selling?

I am selling.....

What could you offer on top that is a very tiny investment for you, but could lead to a huge increase in perceived value for your clients?

I could offer.....



The tiny investment can be sometimes be really so inexpensive and yet gain such huge results – you will be upset you didn't do this sooner.



Enhancing perceived value was a concept I learnt early on in my sales career. I came to London to work as an au pair, with 100 euros in my pocket and two suitcases full of hopes and dreams.

I was working, having fun, travelling the world, feeling part of a family. I had a great feeling of belonging – it felt like home; everyone was so nice to me. Many years later it dawned on me I hadn't achieved anything in my life and I decided to write a book.



The Turning Point

As soon as I wrote and published my first book – *Meet The Nanny* – it was almost like I had moved up a level. People's perception of me had risen; I was no longer the nanny everyone seemed to run away from, but "the author". I had enhanced my perceived value. I had, overnight, become so much more interesting to other people. That was definitely something I hadn't expected.

That is how I managed to get hired to manage one of Harry Sardinias' businesses and write his books in collaboration with him.



Fear Of Speaking Has Far-Reaching Consequences On All Areas Of Your Life

Many years later, I realised my fear of speaking was still holding my sales back. I was afraid of speaking to groups and I knew that fear had to disappear, because as an author of multiple books, unless you speak about them everywhere – whether that is online or in conferences – it is very hard to promote them. You can't promote any book unless you are speaking about it.

My partner, Harry Sardinas, created Speakers Are Leaders, which became an international workshop and has already motivated, inspired and impacted thousands of people worldwide. Through this workshop, I managed to feel empowered to write and publish many more books, become an international speaker and speak internationally in front of more than ten thousand people.



How Selling Transformed My Life And It Can Transform Yours, Too

I now help influencers, some of world's best trainers, politicians, upcoming authors, speakers, entrepreneurs, coaches, and trainers to create, write, brand and publish their book in thirty days so they can gain more exposure, visibility, enhance their branding and position themselves as an expert, as well as monetize their knowledge by creating and launching their course.



Do
WHATEVER
It Takes





Do Whatever It Takes

I managed to do all this because I was willing to do whatever it takes – and that is something I found out soon enough that not many people were willing to do at work.

As a salesperson, that is one of the concepts that has definitely given me an edge over others. When you have this kind of commitment to people – and to delivering service in an exceptional way – that is when you really can win over clients, win over business and become better than the rest.



There are some key elements in this book that I have discovered through hard work and being placed in situations where I simply had to make things work.

The commitment to being excellent has done more for me and my achievements than anything else. When you choose to be excellent, you become unstoppable as a salesperson. Your behaviour, your demeanour, your results, your image, become a result of you choosing to be excellent.

The whole concept of this book is based on this idea – that you can create who you want to be, regardless of you were before today.

Peak Performance Sales: Turbocharge Your Sales Without Being Pushy

You can stop blaming yourself for what you did or didn't do in your life, or while trying to sell a product or service, and from now on, simply decide you are going to become a peak performance salesperson.

It doesn't matter whether you have or haven't sold before, what does matter is that you start from today to create the person you want to become so that you can take the actions required and achieve the results you want.





Today, I am choosing to become a

Peak Performance Salesperson.

I won't allow anything to stop me, whether that is fear, fear of being criticised, fear of not being good enough, fear of rejection, fear of people saying NO, lack of experience or anything else.

Today, I am choosing to create who I want to be and nothing is going to stop me in my quest to solve problems for people who are happily rewarding me for having solved their problems.

Today I am going to start selling and I won't be stopped in my quest to create wealth for me, my family and any cause I care about.

I am unstoppable because I know it is okay to start small and build big.

Sign Here:





Acknowledgments

Thank You

Thank you so much to my partner, Harry Sardinas for being super-supportive and for giving me a chance to succeed by investing the time, energy and thousands of hours of training that helped me turn into the person I am today.

He believed in me more than I believed in myself. He mentored me and gave me a chance to manage his companies when I was starting out and, because of that, I am now helping thousands of people believe in themselves, too, and unlock their potential through monetizing their knowledge and experience, and turning that into multiple streams of income, courses and books.

Thank you also to Harry Sardinas for mentoring me to become an international speaker and leader, and for creating thousands of leaders that are now creating their own ripple effect of kindness, transformation and leadership in the world through our Speakers Are Leaders programme.

LILY PATRASCU

Now I know that $1+1$ is infinite. One person who builds momentum and creates leaders, alongside a supportive passionate person can create infinite possibilities. Big thank you to my mum, Valeria Lawrence. You are an inspiration.

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Peak Performance Sales Blueprint



Mindset



Image



Knowledge

Peak Performance Sales Blueprint



Team



System



Let me ask you a question:

Have you ever considered what it takes to finally become good at selling?

Selling is something we all need – yet we run away from. Perhaps it is because we don't feel prepared, perhaps it is because of fears that were instilled in us when we were little, – such as “don't talk to strangers” or “don't ask strangers for money”, or fears around “I am not worth it”. Perhaps it is because you don't want to come across as “pushy and manipulative”.

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The most interesting thing is that we live our lives based on decisions we made when we were kids. Why are we still doing it? It doesn't quite make sense that we still have these fears; after all, we aren't kids anymore, but we are held hostage by limiting beliefs created when we were little.

This book is aiming to help you create the income you desire, the lifestyle you desire and the time freedom, financial freedom and choice freedom you desire. The best part is that you have already got everything it takes to be successful. You only need to take a good look at what's already inside of you, in front of you and around you, and utilise some of these strategies that have worked for me and that, hopefully, will work for you, too.

I am going to reveal some principles that, when you understand and utilise them fully, you will be able not only to apply, but also amaze yourself at the power that is already within. Selling is a way of life – you are always selling, whether you are selling an idea or a product or a service. It's either you selling the potential client on the idea they need your product, or them selling you on the idea that they should not own your product or service.

The Power Of Being Outstanding



Selling starts with some important principles, the first one being that if you want to become wealthy, increase your wealth, sell more, get more clients, close bigger

contracts or sales, and achieve the best results in business, you must be outstanding. The first important concept, therefore, is to choose to become outstanding.

Just like an Olympic athlete who practices six hours a day, come rain or shine, whether he feels like it or not, you need to commit to being excellent by becoming a peak performance salesperson.

When you commit to becoming outstanding, when you take the actions required to become outstanding in all areas of peak performance sales, you will start to see the results.



Selling is like a muscle; the more you do it, the better you get. You don't need to worry if it is not working at first; all you have to do is to keep trying and modify your approach until you fine-tune something that does work.



Here is the peak performance sales blueprint I have used to increase my sales and here is how you can use it, too.



Mindset



Image



Knowledge

Peak Performance Sales Blueprint



Team



System

It all starts with the right mindset.





BELIEVE
In Your Product
And The Sale
Is Halfway There.



Peak Performance Sales

Mindset & Attitude

Have you ever asked yourself these questions?



Why am I not selling? Why am I not able to charge what I am worth? Why am I struggling to ask for the sale? Why is it that clients go to my competitors and pay them lots of money, yet I know I can help them so much more? What's wrong *with me*?



I know how you feel, because I have felt exactly the same way every time this happened to me in the past.

I remember how frustrated I used to feel. I knew, deep down, I could help so much more. I knew I was committed, I was available, I was worth it and still ... nobody would buy anything.

And then I discovered the real reason why people weren't buying *from me*.

As I was starting out in sales, there was a feeling of desperation and fear in my voice. I was simply terrified of selling. I was terrified of rejection, of people saying no.

There was a kind of irrational fear that I had of being criticised, of people finding out I really had no idea what I was talking about. As I was growing up, my grandmother had criticised my every step and her voice was probably the one I used to hear most often when I had any encounter with a potential client: “You’re not good enough”, “You’re stupid”, was the resounding voice – and fear – in my head. It took me a really long time to get rid of the fear of rejection, the fear of people saying NO.

But then I started realizing this fear could be overcome, because I started realizing that I had so much to offer, and I was worth it.

Overcoming The Fear Of Selling So You Can Increase Profits

So, how do you overcome the fear of selling?

It all starts with a question:



Do you believe in your product or service?



If the answer is no, you need to find a way to believe in your product now or else change it so you can start to believe in it. (Change the product you are promoting, or change the belief.). Perhaps the product collides with your values, - in which case you will find it very hard to sell it.

If there is anything unethical about the product, - you won't be able to sell it. If you don't believe it is a good product, you won't be able to sell it.



Perhaps you don't believe the price of the product is congruent with the value? Again, you will find it hard to sell it if you don't see the value. If you don't see the value yourself, you won't be able to transmit the sense of that value to someone else.



You need to be aligned with the price and the value of the product, plus the entire offer, as well. You won't be able to sell it unless you feel the price and the value of the product is worth it for the client.



**Never Sell
Anything
You Don't
Believe In**

**You Won't Be Able To
Do It Effectively.**



The next question is:



Do you believe in yourself?

Take this question very seriously. Put it to yourself: "Do I really believe in myself?" Answer it honestly. If the answer is no, here is the thing:



Think about a time that made you doubt yourself. What happened in that moment? Maybe you made a mistake, perhaps someone said you don't know what you are talking about, identify whatever it may be. Now accept that the moment is gone. It is not true anymore. It is in the past. And all you have now is a story about what happened.

What is true, however, is the fact that just because even though you made a mistake in the past, that does not make you a person who always makes mistakes. The fact that you failed, even several times, doesn't make you a failure.

You are a leader for trying.



The key thing is to keep trying and modify your approach until you succeed.

The most important thing is to keep asking yourself the right questions. When you ask yourself the right questions, you get the right answers. You are your own coach, if only you

were to ask yourself and follow through with the ideas you get.

Here's another question:



Do you know enough about your product or service?

How are you supposed to sell this product if you don't know the product well enough?

Find out as much as possible about the product, the features and benefits.

People buy the benefits of what the product does. What you sell has nothing to do with what they buy. You may sell property, but what they buy is security.

The other question to ask yourself is:

What makes my product different, why should people choose me and not someone else?

Another thing that may prevent you from selling is:

Fear of rejection.

For many years, I was afraid of getting a NO.

I struggled until I was in a personal development seminar and I heard this phrase: "You have a duty to serve people, and to sell your product or service, because otherwise they

may buy from someone else and they may miss out on improving their lives. If you are confident in your product and you genuinely believe you can help people, you are doing them a disservice by not offering them your product.”

From that moment on, my entire perspective on selling products or services I believed in changed and I became much more at ease with asking people to own my products or services.



What about you? Don't you think people would miss out by not acquiring your products?

The other question is, “So what if they say no?” They aren't rejecting you, personally. They are only rejecting the product.



Do you know enough about your competition?

If you know what your competition offers, you can consider what they are offering and identify how you can be different – how you can position your offer so it sounds more exciting.



Are you afraid of speaking?

If you are afraid of public speaking, then it is likely you also have a fear of speaking about your product to your clients. The fear of speaking may be something you acquired when you were a child, or later on.



In my case, I have been afraid of speaking because, since I was four years old, I was criticised for everything I did by my grandma.

I remember my first speaking opportunity – I was meant to speak and sing on stage in front of what felt like two thousand people, – parents and children.

I remember a very intense moment: I was approaching the stage, in my red and white folk outfit, with wandering eyes, and yet was not able to utter a single word, not even my own name.

In that moment, I felt so stupid and I made a decision – the decision I was not good enough and I was never again going to feel as ashamed and embarrassed as I felt that day.



Perhaps you have a moment, as well, from when you were younger, when you perhaps decided speaking in public was not for you. If that's you, there is hope for you.



I now know that if I hadn't had such a negative upbringing, I would probably have been a small-town girl in Romania forever. I now know everything that happens in my life occurs for me, not against me.

I finally managed to overcome my fear of speaking with the help of my partner, Harry Sardinas, and the course he created called Speakers Are Leaders. You can find out more at **www.speakersareleaders.com**.

Just last year I spoke in front of over ten thousand people in five different countries – the UK, Singapore, Peru, Mexico, and the USA.

Overcome Fear Of Speaking To Close More Sales Without Being Pushy



When you feel empowered and you no longer fear speaking, you will totally transform your sales. Learning how to sell using speaking is the highest paid profession in the world. Some speakers are able to sell twenty, thirty, fifty thousand pounds worth of products in ninety minutes. My marketing coach has achieved sales of almost a million dollars in ninety minutes.

Like him, there are speakers around the world that share their knowledge and empower people, and who are also able

to monetize their speaking and create the lifestyle they desire. Harry Sardinias shared some strategies with me that I have used in order to overcome my fear of speaking and you can use them, as well.



If you are panicking when you are about to speak, all you have to do is to:

- **Change your state.** Dance, jump, do some exercise, do something you like, go to the pool, or gym, do something to get you into a good state of mind, and then the fear disappears because you focus on something you like doing.
- **Breathe.** When you are on stage or about to go on stage, and you feel nervous, breathe deeply. The oxygen is going to allow you to think and remember what you are going to say. I used to worry about going blank on stage, but not anymore.
- **Pause.** When you pause, you get the time to think and to come up with something to say.
- **Practice in front of a mirror.** Rehearse the sales presentation in front of a mirror and get comfortable with yourself.
- **Vary your voice. Don't speak in a monotone, vary your voice** so you can actually act it out. You overcome the fear of speaking because you are performing when you are selling.

Gain Confidence Speaking To Clients And Becoming More Productive

When you are trying to make your first sales it feels like the hardest thing in the world.



Some key ways to succeed in sales:

- **Practice.**

Some 95% of salespeople make 5% of the money and 5% of salespeople make 95% of the money, thanks to speaking effectively and with confidence, and applying the right techniques and strategies – but also because they rehearse. Practice really does make perfect. You don't need to be great to start, but as time goes by you will become great if you practice daily.

You will gain confidence by speaking as much as possible every day and getting in front of more potential clients every day.

- **Just Accept You Won't Be Perfect**



Every time I start learning how to dance a new type of dance, the first few times I am so bad at it that I hate myself. Every time I start selling something new, I also hate it, because I am not perfect and I don't get the best results.

It is still really hard for me to accept I am bad at something when I start. But, once I get over the initial hang up about being horrible at something, and I keep doing it, at some point I get really good at it and I think to myself, "Wow, I am amazing at this. Wow, I can really help a lot of people with this."

- **Reframe The Stories You Tell Yourself**



Accepting that you are really bad at something is really hard for anyone. The fear that you are not perfect at something, knowing that you are going to start something and it may not work, the fear of failure, can be really paralyzing and prevent you from starting to sell something.



As you are starting to sell something new, you are like a baby. Babies didn't automatically learn how to walk, right? They had to practice. In the same way, selling requires reframing your mindset from "I am horrible at selling", to "How can I improve my selling?", and from "I don't want to make an offer because I don't want to seem pushy and manipulative", to "I am very good at finding solutions for people's problems and potential clients deserve to know how I can help them".

This, of course, only works if you find what people need and want to pay for, based on your experience and knowledge, and then give it to them.

- **Get Your YES.**



I don't believe in the getting your NOs approach. I believe in my product so much I think people would be crazy not to take it. My enthusiasm convinces people. The question I ask myself is, "How can I speak and present more effectively so more people see the value of what I am offering?" I also believe that if you are expecting a NO, then you will get a NO – it's a self-fulfilling prophecy. Focus on getting a YES. Don't focus on getting a NO.

- **Get The Right Strategy To Answer Unexpected Questions.**



I used to be terrified of trying to sell something and not having all the answers regarding my product.

My partner, Harry Sardinas, taught me during the Speakers Are Leaders workshop a great strategy for answering unexpected questions. He created a system, called the ROAR system, where you can manage to answer unexpected

questions, which gives you time to think and come up with the right answer, and never remain blank.



The ROAR system for answering unexpected questions:

- Repeat the question.
- Give a great opening statement (your opinion on the subject).
- Acknowledge the person who asked you the question (“That’s a very good question”).
- Rule of 4 (make 3 points and justify them, then conclude).

The Power Of Listening



Selling Should Be Called The Art Of Listening.

When you are selling, what you are really doing is looking for clues as to “how can I help this person?” rather than “buy my product”, because nobody cares about your product, unless it is something they want and need. What I always do when I am selling is:

- **Build Rapport First.**

Find something you have in common with the person you are speaking to; maybe you are both wearing the same colour, maybe you both went to the same school.

- **Listen Attentively And Read Between The Lines.**

I try my best to assist the client to make a buying decision by listening attentively to what the client is looking for, specifically.

Like a doctor that is about to give an analysis, I always pay close attention to what the client wants. If you know exactly what the client wants, you can figure out if what you have is something he needs or not and make him an offer. Be fully present so you can read between the lines of what the client is trying to tell you.

- **Talk Less. Don't Cut The Client Off When He Speaks.**

Let the client be the star. Your job is to find out what he wants and needs. Dig deep. What the client says they want and what the client actually wants may be different.

The mistake I see many salespeople make is to talk a lot and not listen carefully to the potential client.

- **Your Body Language Should Convey You Are Listening.**

Show interest by nodding or uh-huhs. Repeat what they said to show you are listening.

- **Ask Questions**

In my opinion it is very difficult to sell something unless you know first what the person is looking for.

To do this, you need to create a series of qualifying questions so you can select the client you want to help. Every type of company has a different type of screening questions, but the key thing is, unless you do some screening, you won't be able to use your time effectively to close more sales.

For example, some screening questions could be:

Do you need product X?

When do you need product X?

What are you looking for in product X?

What other preferences and must-haves do you need product X to have?

What is your budget?

- **Take Notes.**

I always prefer to sell by email, text or WhatsApp, because that gives me time to check all the preferences of the client and not to miss anything they need or want, and I can present exactly what they may like to them. This is how I managed to sell 41% more overall in the property business in the previous four years.



**Be Certain
And You Will
SELL MORE**



Body Language



When you have the right body language, you will find it easier to sell. You can create the right body language when you are absolutely certain of yourself.

- **Certainty creates power** in your voice, and it makes it easier to close sales. When you know deep in your heart that what you are offering is something that can transform people's lives or can have a big impact on someone's life and business, or you know that you are helping the potential client with something that will help him or her achieve his or her goals, you become unstoppable in your sales conversations and your body language will be one of complete certainty.

The opposite is also true – when you don't fully believe in your product, or you don't fully believe in yourself, or you are simply bored with the routine at work, you will find it very hard to exude certainty and to sell anything.

- **Confidence** helps you close sales. When you exude confidence, you gain power.



Think about a time when you were confident. What made you feel that way? Maybe you did something great that day.

It always feels like positive experiences come in a chain. Remember that moment when you felt so confident.

Bring it to mind and feel it. Think about it before you are about to meet a client.

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Raise Your **ENERGY**



- **Posture**



Try to stand up straight, no slouching; be as professional as possible.

- **Image**

Wear a suit or something in line with your type of client. You don't need to over-dress.

- **Energy**



Raise your energy by going to the gym or dancing or doing something you love. The person with the highest energy sells to the other one. You need to have the highest energy in the room to be able to present your product powerfully and effectively.

- **Enthusiasm**



Don't underestimate the impact of enthusiasm on creating sales. When you speak enthusiastically about your

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product, if you have followed the previous steps you should be able to increase your sales. When you start work, you need to try to leave your personal problems aside and treat the client like a star. People remember how you made them feel. I always try to do something special – a small detail to make the client feel valued and cared for.



SMILE.
It's Your
BEST
Sales Tool.



Be Positive And Happy

Have you ever bought something from a depressed person?
No, I didn't think so.

The biggest, most effective and FREE sales weapon I have ever used when presenting my products is something unexpected, and at the same time, something many sales people forget to use:

Your SMILE!



There is nothing more powerful, more simple, more effective, nothing that relaxes people more – than your smile. For whatever reason, potential clients love seeing you smile. They warm up to you more, they feel more comfortable.

All you have to do to sell more is to:

- Think happy thoughts
- Think about being successful
- Do something fun

Be Nice, Kind And Pleasant



A few years ago, I read a book called *How To Win Friends and Influence People*, by *Dale Carnegie*, and it was a very impactful book because I was at a point in my life where I was bored. This book showed me the best thing to do immediately to transform your life is to change your perception of what you are doing. If you are flipping burgers, be the best burger flipper in your company. This will get you noticed and promoted. I started taking my work to another level – from excellent to outstanding.

Every day, I used to ask my boss: “What could I improve on tomorrow?”

It also taught me about the importance of being the most pleasant and kind person at work and the impact of that on the people around me. I immediately began to think happy thoughts, and became the most pleasant person at work.

I focused on feelings of happiness and gratefulness even whilst doing tasks I used to hate. The impact on my life, my well-being and my general feeling I was living a contented life was huge.

I began to feel bigger fulfilment from exactly the same work I was doing before, simply by reframing what I was doing.



Reframe what you are doing by thinking about what you are grateful for, by becoming the nicest, and the most pleasant person at work and at home, and by becoming more appreciative of what you already have, and all of a sudden you will realise you are doing much better than you thought in comparison to other, less fortunate, people. You will start to see some unexpected results at work, such as making more sales, getting promoted, and starting to enjoy your work more. You'll see your spouse starting to become more appreciative of you, too. This works because when you are thinking negatively, you attract more negative things and people to you; but when you are positive, you attract better clients and you are able to close bigger contracts.



Think about and write down what you could do to enjoy your life more, become more contented at your current workplace or simply enjoy your time with your partner more.

I could....

I could....

I could....





Be
Pleasant
And
Kind
With Your Clients.



Be Genuine, Helpful And Ethical



The reason why I have been successful at sales over the years is because I always listen attentively, and I try my best to only offer my product or service to those people I feel would benefit from it and take away the sale from those I feel would not, even if they insist. I don't want to just close any sale, whatever it takes. I want to close the right sale so the client remains content owning the product. Bad reviews are not something I desire, that is why I prefer to do as much as possible to keep clients happy, by being genuinely interested in helping them achieve their goals. This will benefit me and the clients in the long run.

As Warren Buffett said: "It takes twenty years to build a reputation and five minutes to ruin it."



Choose Carefully Who You Accept As Your Clients.





If Your Clients
Like, Trust And
Believe You To
Be **Sincere,**
They Will **Warm Up**
To You More.



Ban Moaning And Complaining



It is very hard for clients to warm up to someone that is continuously negative or keeps complaining. Regardless of how hard things are to start with, think about solutions, and problem-solving. When you complain, you are in a negative state of mind. You cannot be negative and positive at the same time. Wealth doesn't come easily to negative people. How can you attract wealth and take action to get wealth if you don't believe you can obtain it?



Write down what is your biggest problem right now:.....

Ask yourself:

What is causing this problem?.....

What has stopped me so far from overcoming this problem?
.....

What do I want in my life? I want.....

What would I choose to do if I knew I could not fail? I would
choose.....

What do I need to do to overcome it?

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I need to.....

What have I been telling myself regarding this problem?.....

What is the truth about who I really am, and who I am capable of being? I am.....

(example: unstoppable, powerful, extraordinary, inspirational, a leader, successful)

What do you powerfully choose to do now, knowing who you really are?

I choose to be.....

I choose to do.....

Listen to yourself and take action.

You already have all the answers within.



Don't Talk Negatively About Anyone Behind Their Back



When you are selling, you are building a reputation for helping people solve their problems easily and well. Talking negatively about someone could come back to you at the worst possible moment, when you are about to close the biggest deals.

Be Authentic



Clients feel your authenticity. They smell desperation from a distance. They feel what you are transmitting non-verbally.

If they smell you are only after their money, they will disappear faster than you expect.



**SPEAK
FROM THE
HEART
With Your
Potential Client.**



Do Whatever It Takes



I have hired people in the past to do various jobs for me and I have discovered, to my amazement, that not many people will do whatever it takes for their jobs. I remember, whilst at work, I was always willing to do whatever was necessary in our property business, whether I had to paint a room myself if a painter wasn't available at short notice, clean the properties, stage the properties to make them look enticing and easier to rent out.



In the same way, adjust in a way that you are able to meet your client's needs so you can close the sale.

Take Yourself Out Of The Way



It's not about what you care about, it's about the customer. What do they care about? What's important to them? Talk to them about what's important to them, not to you. Talk to them about the benefits, not the features. Emphasize what's important to them. Put yourself in the shoes of the client – will your product increase their productivity, save time, save money, make money? What's in it for the customer?

Be Responsible



One of the most important principles that has transformed my entire life is the concept of responsibility.

I spent many years of my life blaming other people for me not being where I wanted to be in life. It all changed when I started accepting who was really responsible for everything that happened to me – **Me**.

No coach, trainer, or anyone else is responsible for me getting to where I want to be in life.



Regardless of money spent with a trainer or coach, regardless of the time you spend reading and applying the concepts in this book, if you don't apply this concept to your sales and your life, it simply won't work for you. Every time you do something new, you are bound to come across obstacles. Obstacles are there so we can overcome and rise above them. They aren't there so we can blame someone else for our failure.

We just need to get up and try something different. As a sales professional, the sooner you take responsibility for your life and your results, the sooner you will realise the effects of it.

Be Outstanding



When you commit to being outstanding, you will start creating an outstanding future for yourself. You can create your future by first committing.

Appreciate What You've Got



Thank the universe for what you currently have and expect to receive more clients and bigger wealth.



Recharge Your Energy :

- By taking time for yourself.
- By meditating.
- By turning off your phone.

I think this is something I have forgotten to do for the last six years and this led to extreme burnout. I have been finding it hard to switch off whilst being always available for my clients. I remember, however, that when I manage to switch off every time I am travelling, I become so much more productive. This is something I need to work on myself, as well.





Peak Performance Image

When you become serious about making sales, you discover it is important to have a professional image, in line with the business you are working in. Certain colours are easier for people to like. Some successful salespeople usually wear a blue or black suit, white shirt, (for men a red tie, too). Sales is like a peak performance sport. You wouldn't come without your trainers as a professional athlete, would you? In the same way, as a professional salesperson, you shouldn't come without your "gear".



Some key things to keep in mind:

- **Be Organised**

Keep your business cards, pens, paper, documents, within easy reach. You should avoid having to fumble in your bag for essentials when a client asks you for something.

- **Look Professional**

Have your suit ironed, take particular care for your shirt not to be out of your trousers or skirt, iron the sleeves and collar particularly well. Wash and comb your hair, do your best to look neat, brush your teeth, ensure you have fresh breath.

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Wear polished shoes, check for any wear and tear in your outfit. Trim or shave your beard.

Wear a clean shirt, possibly with a T-shirt underneath in case you sweat heavily. Wear deodorant. There is nothing more off-putting to sales than smelling bad.

- **Have Great Posture**

When you are speaking to a client it is important to stand up and look the client in the eye as you are speaking to him or her. Also, it is important to focus your full attention on the client. As you are describing the product, you can direct your eyes towards the product, as the client's eyes will follow yours.

- **Smile** gently as you are explaining the benefits of the product.

- **Wear Your Brand Colours**

Your outfit colours should be in line with your brand or the theme of your brand.

For example:

If your business has blue colours, you can wear the exact same colour as the brand or you can dress according to a creative theme (depending on your business).

The purpose is to be memorable and remembered as someone looking professional and worth doing business with.

- **Have A Great Visual Identity**

Invest in looking presentable.

- **Invest In A Great Business Card**



I recommend having a glossy business card with your face on it, because then people can remember you.



I've collected a drawer full of cards over the years, but I can't remember 99% of who these people were because they don't have their picture on the card.

- The card should ideally have a nice design and colours identical to your brand colours. Also, it should say what you do, how you help people, your email, your contact details, your website.

The purpose of the business card is to enable the potential client or person you are networking with to take some sort of action, ideally to go to your website, where you will be able to keep in touch with them more regularly and stay at the top of their mind when they need you, or perhaps a friend of theirs does.

A business card also has the purpose of making you as memorable as possible, perhaps through special embossing, perhaps by making the card look like the product you are selling, (if that's possible), and should include a clear call to action. You can also include your book details on it, if you are an author.



I use a glossy, professionally designed business card to get people interested in my services. Every time people see my card they say "Wow". When you wow your clients, they are interested in staying in touch.

- **Invest In Professional-Looking Event Banners And Roll Up Banners**

If you run events to promote your business, it is a great idea to have an event banner with the colours of your brand. The banner should include your name, the website of your company, and a call to action. It is important to invest in a great design that will give your company a professional look.



It is also quite important to make the banner easy to understand. I once had a book stand at an event where my partner, Harry Sardinas, spoke alongside the world's best motivational speaker, Les Brown. We created a banner for one of his books that said we were offering a free downloadable copy of the book from his website. We had the printed books on the book stand and people were just grabbing them, because they didn't realise the hard copies were not free.

- **Invest Time In Creating A Polished Professional Written Offer**

Create a wonderfully presented offer for your product that presents the main benefits of the product.

- **Invest In Creating A Book**



A book is a great tool to promote your brand and your company. When you publish a book, you can raise the profile of your company, enhance your personal visibility and that of the company, get more exposure, use the opportunity to get on TV, or radio.

The book can be a great marketing tool for you as it can turn into a leads machine, especially since you can publish it and also turn it into multiple streams of income.

A printed book can be gifted or sold to potential clients; a downloadable copy can be used on your website, or on Amazon, to attract leads to your business. The best part is that nobody throws books away.

They can be advertising material for your business that never get placed in the trash. A book becomes a clever marketing machine for you as, even after being read, it gets re-gifted to friends.



Do You Want To Write And Publish Your Own Book? I created an online presentation where I explain how you, too, can write your own book. Discover how to create your own book quickly. **Watch it here:** www.lily.global/writeabook

- **Invest In A Professional-Looking Website**



Invest in a sales letter website where you focus on selling a particular product, on featuring a particular product's benefits. Track and measure how many people converted into clients on that website, daily. Having a great

website is important, but sending people to that website and measuring conversion is more important.

Some people think that once they have their website, they can now be found and they can sell their products. But, having a great website is like having gold in the desert – unless someone sees it, nobody is going to buy it. So, it is important to have a great marketing strategy to continuously send people to your website. Most websites are designed to provide information.

You also need a landing page – somewhere you are able to collect leads, either by offering a free report or something people want to know about, or a place people enter their name and email address to find out more information about the product on offer.

- **Review How You Look In Google**



What comes up when someone types your name in Google or on social media? Have a look so you can correct any errors and incorrect information, whether that is on old websites or on current ones.

Clients may base their decision on what they see of you on Google, and that is why it is important to have great reviews.





Peak Performance Product Knowledge

If you want to create more sales, you need to invest time in finding out as much as possible about your product, so you are able to help the client make an informed decision. What are the benefits, what are the features of your product? What makes you different? What are the pros and cons of using your product?

Communicate The Value



You need to be excellent at communicating the value of what you are offering, otherwise you may miss out on sales. People need to understand clearly what makes you different from the competition, and what exactly they would be getting if they were to buy from you.

It is really important to state not only the features, but also the benefits. Spell out what those benefits allow your clients to do or to have or to enjoy.

People Buy Emotionally, Then Justify It Logically



People buy feelings. They want something that will satisfy their need for happiness, variety, security, pleasure, control, growth, contribution. They choose things that will make them feel that way. How can you transmit that through your product?

Get potential clients emotionally invested in owning your product. Get them to imagine what they would do and how they would position their family pictures or something that is important to them in the house for sale. For example: "Just imagine how happy you will be when you own this home." "Where will you have the children's room?"

Sell Them What They Want, Give Them What They Need



This is one of the most significant concepts in sales. Sell the clients what they want and give them what they need. This is something I frequently see happening in sales. Imagine selling a weight loss product.

You need to sell the potential clients on the end result – which in this example is having a great waist, looking slim. You will be selling them on "How to have a slim waist in 30

days". You won't be selling them that they need to stop eating what they love and do gruelling exercise.

People Remember How You Made Them Feel



Using visual, hearing/auditory and kinaesthetic words helps you sell. Your potential clients give you a clue around whether they prefer auditory, visual or kinaesthetic by the words they use – for example:

"Do you see what I mean?" for visual clients. "Do you hear what I am saying?" for auditory clients. And, "How do you feel about this?" for kinaesthetic clients.

Involve as many of your potential client's senses in the sale as possible – make the product visually enticing, put a nice smell in the property if you are selling property. Engage the clients in touching the product you are selling.

Make the client feel special, perhaps by offering them something to drink or some chocolate.

I always try to do something special for my clients to show them I really care.

Give Them A Taste Of What You Offer



If you give your potential clients a sample of what you offer, they are more likely to take it.

If they don't, maybe you need to improve the product. I was once in a queue at Pinkberry yoghurt store. I was given a small sample of a yoghurt in a tiny cup. I was so impressed I ordered much more than I initially intended.

Enhance Perceived Value At Low Cost

Clients are always looking for more value. The question is, how can you provide more value without spending a dime? Or without spending at all?



Think about something small that will allow you to provide the experience of wow to your clients.

A book is always a wow experience – I don't know why.

Show Them The Benefits They Care About, Not The Benefits You Care About



Every time I sell, what I am actually doing is thinking about how I can serve or help this person to solve the problem he or she has.

Simply by switching your perspective on sales, by becoming a consultant and helping the client make the best choice for him or her based on what you have to offer, you can help them make an informed decision so they can purchase the best thing to serve their interest. The key thing is also not selling to the client that is not suited to you, or to the client that may cause too much trouble.

I never try to sell to someone that I know my product won't help because I know a client that is unhappy will ask for a refund, will talk to minimum twenty people about their bad experience and may even post in social media, which will give them a huge reach and will prevent many people from buying from me. I focus only on the clients that are right for me and at the same time the clients that need what I have to offer.

For example, whenever I used to rent property, I used to always ask some questions like:

When do you need to move?

What type of accommodation do you need?

With how many rooms?

What special preferences do you have?

Why are you moving?

How long do you want it for?

Simply by asking these questions, you can screen the people that call you daily so you can work only with the right clients and not work with those that need your product later. You can, however, add those that will be looking for your product later to your mailing list, if they agree.

Once screened, you can spend more time explaining to those clients that qualify for your product why they should like the product.

In my case, the benefits were close proximity to the railway station, metro, bus, gym, park, and shops, a kind team and fast repairs. An extra benefit was that I used to always wow them as well, by offering them help to find work, to redo their CV or cover letter for free, and also give them help to integrate in London, if they rented a room from me.

Other companies were charging perhaps 300 to 500 pounds just for doing this – something the clients got for free from

me – and that was many times that little extra that got them over the line to rent a property from me rather than someone else.

The reason why many other people in the same industry were struggling was perhaps because they were simply showing the properties, not selling the benefits of the properties.

Find Out What Your Clients Think Of You Online



Google yourself or your company and see what your clients say about you. That will help you adjust your approach and sell more.

If you search for yourself and you can't find anything written about you, that is also not a good sign. You can get started by asking your clients to give you some testimonials. I know how hard this can be, especially when time has already gone by. The best time to get the testimonial is when you have just helped the person. That is when the "iron is hot", that is when the memory of you helping a client is at its peak and that is when you are likely to get a much more enthusiastic glowing testimonial. Afterwards, people go home and forget, they get carried away with other things, so it will become much harder to get the testimonial.

Know Your Competition



When you know the pros and cons of what your competition offers, that is when you can formulate the value of what you offer in contrast, although, ideally, without mentioning any particular competitor and without putting down the competition. What are the benefits, opportunities, features, uses, limitations, problems of your product in comparison with your competition?

Show the opportunity opened up as a result of owning the product to the potential client. What will the client be able to do as a result of acquiring the product?

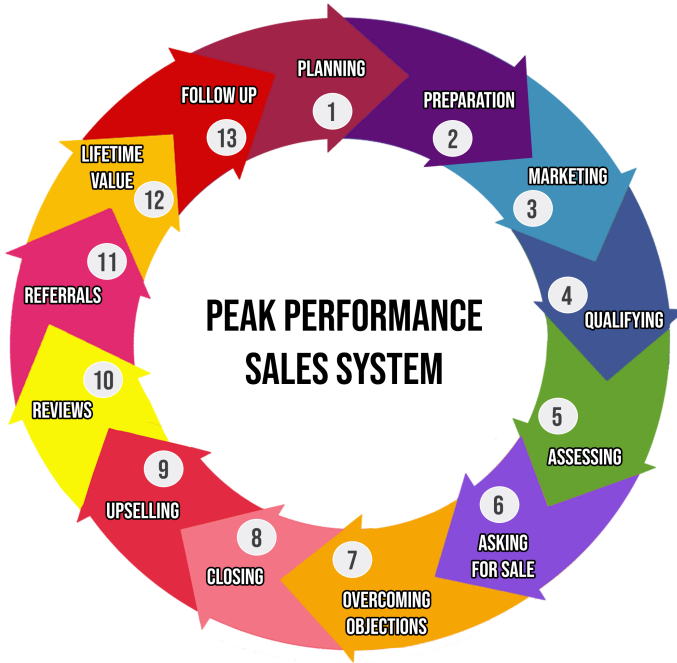
- **No One Cares About What You Sell; Every Client Only Cares About Solving Their Problem**

When you ask the client questions and you have all the information required from them in order to offer them your solution, only talk about the product benefits they care about. Don't talk about the ones you care about.





Peak Performance Sales System



When you have a Peak Performance Sales System, and you measure each part of the process, you can track which part of the process isn't working, and improve it.

When you have got nothing to work with, and you are randomly trying to make sales, that is when you can end up spending a lot of money on the wrong thing. Without tracking and measuring, you can also waste years of your life not knowing what you could do to improve your sales.

Peak Performance Sales: Turbocharge Your Sales Without Being Pushy

The above image is the Peak Performance Sales System I created, with some steps I consider important for direct sales:

Planning

Preparation

Marketing

Qualifying

Assessing

Asking For The Sale

Overcoming Objections

Closing

Upselling

Reviews

Referrals

Lifetime Value

Follow-Up

Peak Performance Sales System:

When you break down the sales system into steps, and you start measuring each part of the sales process, you will then realise the sales process has certain chunks.

It is a very good idea to measure each chunk so that you can improve the part of the process that is missing the mark.

For example, the **sales system** could have these steps:

1. Planning

- **Know Your Target Market**

The first thing you need to do is to find out your target market. Who are you trying to help in particular?

The more specific you are with the type of person you want to help, the easier it will be for you to market to them.

Here are some questions to ask yourself:



Who Is Your Target Audience?

Here, it would be easy to say it is everyone, but if you analyse it closely, it is almost never everyone that you would target.

Ask Yourself:

- Are they business owners?
- Are they employees?
- Are they business managers?
- Are they students?
- Are they children?
- What's their age?
- What's their occupation?
- Female/male?
- What income level are they at? Must make at least X amount.
- Will they be able to afford my product? If not, who can?
- What's their education level?
- Do they have medical issues?

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- Where do they live – city or village?
- Which specific street/postcode/area/city or village do they live in?
- What associations are they part of?
- What (luxury) items do they own?
- What other items/things do they own?
- Where do they hang out?
- What business tools do they use?
- What magazines do they read?
- What cars do they drive?
- What TV shows do they watch?
- What hobbies do they have?
- Which competitors of yours currently have them as a typical client? (Who are your current competitors for the same product.)
- How many people are looking for what you have to offer? (Use Google keyword planner to find out, or forums.)

What is the pain point of your target audience?

What do they struggle with?

What issues/problems/challenges do they have?

- **A)**
- **B)**
- **C)**
- **D)**
- **E)**

What do they need?

- **A)**
- **B)**
- **C)**
- **D)**
- **E)**

What do they want?

- **A)**
- **B)**
- **C)**
- **D)**
- **E)**



- **Solve A Problem For People With Money**



It seems so simple, yet sometimes it's easy to forget. When you focus on solving problems for people who have money, are willing to pay and have a huge problem or pain, that is when sales are easier. When you are targeting your marketing to people who don't have the money to acquire it, then you are wasting money and you don't get your desired result. I gave career advice to thousands of people and helped them find their first job in London, but they didn't have much money, so selling to them was very hard – finally, I was helping them for free.

- **Peak Performance Goals**



Break Down Your Goals

I think it's important to know how much you want to make to start with, so that you can calculate in the beginning how many products you need to sell every day in order to reach your number.

When you divide the total sales you want to make by the cost per transaction, you will astound yourself and realise your goal is closer than you think. To make £100,000 pounds, you only need to sell 50 products @ £2,000 pounds

each. Only 50! Divide that by 52 weeks in a year, and you only need to make one sale a week to meet your target!

Do you think you can find 50 people to give you £2,000 pounds? I bet you can.

If your product is £20 pounds each, then you need to sell 5,000 of them to make the same amount. All of a sudden, it's way harder! However, if you divide that by 52 weeks a year, that becomes more manageable – you only need to sell approximately 96 products a week.

If you don't have a high-ticket item, perhaps you can consider creating one.

- **Consider The Cost Of Sales**



When you calculate how much you are going to make, you also need to calculate how much it is going to cost you to acquire a client.

If you send 100 people to your website, and two of them buy (the conversion rate being 2%), and it costs you £5 per client to drive them to your website through paid ads, you can calculate how much you will have left over after the cost of sales.

£5 x 100 clients = £500 cost

If your product costs £500 and you sell 2 = £1,000 sold

Total left = £1,000 – £500 = £500 gross profit

Unless you keep track of your spending on acquiring clients, it can get out of hand quite quickly and you can end up spending more than you make.



However, you also need to consider the lifetime value of a client. If you have a client that may spend more than once with you, in fact if you have a client that spends a recurring amount with you, it may be worth it for you to spend more to acquire that client.

Spending on paid ads is really not a cost, but an investment in future revenue, if you do it well. I have prepared a special online video where I explain the best techniques we have used to improve our advertising results. All you have to do is to watch the video here: www.lily.global/marketing

There are companies that pay affiliates more than the client has spent with them for the first month, because that client can become a client for life and be worth thousands of pounds. People who get an email marketing platform tend to stick with it for many years.

- **Strategic Marketing Plan**

I see so many people struggling to sell tickets for their workshops for £10. Why?

Lack of branding and marketing.



I know how that feels. In fact, when I made my first presentation, I had three people in the room. Marketing is hard when you don't know what you are doing, when your branding doesn't look great, when you don't send traffic to your website.

What did I do? I changed my approach. I became part of a marketing coaching programme, where I am learning every day how to take my marketing to the next level. I now speak around the world.

Just last year, I spoke in front of over ten thousand people. I put together an online video where you, too, can find out the latest cutting-edge information on how to fill rooms and generate more leads and clients, or improve your marketing. Watch it here: **www.lily.global/marketing**

As a side note, being able to rank your videos so that people can find them is definitely worthwhile in the long run. I have managed to learn how to do this through the training of my marketing coach. You can find out more information about how you, too, can rank your videos #1 on YouTube in a few minutes through his trainings, here: **www.lily.global/marketing**

2. Preparation



You need a winning message – you **need to know who you are** and **what you want to be known for** before you are able to attract any clients to you. You need a **clear message** about **what problem you are solving** and for **what specific type of clients**.



This is the **Winning Message Formula** for creating your own message.

If you are clear, yourself, as to what kind of problem and pain point you are solving for your clients, it will become easier to craft a marketing message that will sell, because will people feel they can identify with it.

I help (insert your niche target market) to ... XYZ (verb that expresses a benefit or end result of what you help them do), using XYZ system in XYZ timeframe.

For example: I help busy influencers, aspiring speakers, coaches, trainers and politicians to write, publish and brand their book in thirty days using the Brand For Speakers Programme.

You can find out more at **www.lily.global/writeabook**

Peak Performance Sales: Turbocharge Your Sales Without Being Pushy

The problem my clients have is the lack of time and lack of knowledge regarding how to get their book done quickly, as well as in a hassle-free way.

Think about the biggest problem your clients have. Perhaps lack of time, lack of money, lack of knowledge, too much hassle.



What is your message?

I help.....

to

in (timeframe) using mysystem.

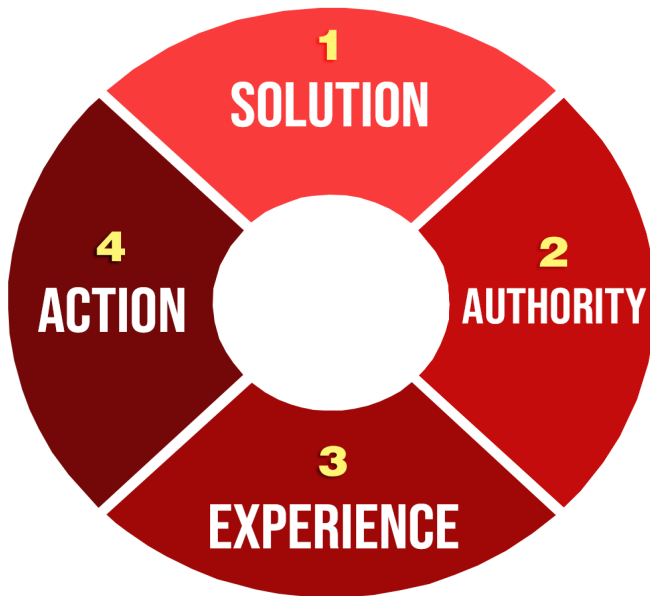




You need to know how to introduce yourself in the shortest way possible, with the least number of words (ideally five or six words maximum, for the first sentence) whilst elevating yourself in the highest possible way, and whilst remaining truthful and authentic to who you really are.

This is my **30-Second Perfect Pitch Formula:**

30-SECOND PERFECT PITCH FORMULA



Solution – Authority – Experience – Action

Solution:

I can help you do X in Y time using Z system.

Example: I can help **you** write, publish and brand your book in thirty days using the Brand for Speakers Programme.

Authority

I am the co-founder of **www.SpeakersAreLeaders.com** and **www.BrandForSpeakers.com**, two public speaking and branding workshops listed alongside world's best courses – alongside Robert Kiyosaki, Tony Robbins and Blair Singer.

Experience

I am currently working with influencers, speakers, coaches and politicians to enhance their brand, enhance their authority and monetize their knowledge by creating multiple streams of income, and I can help you do the same.

Action

Visit **www.lily.global/writeabook** to find out more about writing and publishing your book in thirty days.



Write Your Own 30-Second Perfect Pitch Formula:





Preparation for speaking to the client starts with knowing your offer by heart.

- **Write Your Script**

Here are the steps:

Prepare the qualifying questions for your potential client

Some examples are:

What does the client have now?

What is the client looking for?

What is the client's budget?

Why is the client looking for that?

Would your potential client buy if he was made the right offer?

- Write your script for what you plan to say.
- Rehearse script.
- Improve your script.

- **Track, Measure, Adjust**



When you measure how many potential clients turned into actual clients at each step of the process, you can figure out how to improve the process.



- How Many People Did I Contact?
- How Many Of My Current Clients Did I Contact For A Referral?
- How Many Sales Calls Did I Book Today?
- How Many People Did I Speak To Today?
- How Many Were Interested?
- How Many Purchased?
- How Many Were Interested In Finding Out More About It Later?



3. Marketing

You need a strong strategic marketing plan to bring consistent leads to your business. Facebook paid ads, Instagram paid ads and Google paid ads, once you've learnt how to use them, could be a source of a continuous, almost automated, stream of targeted leads for your business. The most effective way to get leads consistently for people that not only like your type of product but have an interest in what you have to offer is through Facebook paid ads. The best part is that you can target the ads at people who are business owners, who have an interest in a particular thing, who are of a certain age, who are male or female. You can also target them by the magazines they like or the TV shows they like, or based on their behaviour, such as shopping, moving recently, studying at a certain university.

Facebook targeting can be laser targeted if done well and you can measure return on investment very easily.

Paid adverts can be the best investment if you discover how to do it well from a professional, or the worst possible investment if you try to do it yourself, randomly. I have tried to do it myself and I lost a lot of money.

Another interesting way of attracting free clients organically to your business is to use a strategy created by my marketing coach, where you are able to create thousands of website pages that are optimized based on the keywords people search in Google.

The best part is that with this technique everyone feels like each website page is specifically for them, because the

website page they land on says exactly what they typed into Google.

I put together a special online video where I explain some of the best marketing techniques I have used to dramatically increase our business.

You can find out more about how to improve your marketing or implement the strategy of creating thousands of optimized landing pages at **www.lily.global/marketing**.

You need a consistent stream of clients to come in to your business. They could be coming from several sources.

One stream of clients could be from referrals. For me, referral marketing is actually the one of the strongest marketing types I have.

What I love about referrals is that they typically tend to be clients that have a lower resistance to my products and also there is no upfront cost.



One question to ask yourself is:

- How many people visited my business website today?
- If nobody visited my website today, how will I bring people to my website tomorrow?
- How many sales calls did I book for today?
- If I don't have any sales calls booked for today, who can I ask for a referral?
- How many clients converted to paying clients today?
- How many people did I meet today?
- How many people are considering my offer today, and need follow-up contact?
- Look into your current contacts and make a list of communities you are already part of in order to get sales and referrals.

Make a list of communities you are part of:

- If you don't have anyone visiting your website, you know what part of your marketing to improve. You need more traffic (more people) to see your website.

Make a giant list of people you know that may be interested in what you offer. Ask them if they are interested or if they know anyone else who might be interested.

Communities	Write Down Some Groups/Communities You Are Part Of Already
Work Community	
Public Speaking Community	
Banking Community	
Networking Community	
Personal Development Community	
Mum/Parent Community	
Club Community (are you part of any club?)	
Volunteering Community	
Meetup Community	
Eventbrite Community	
Any other community	
Any other community	
Any other community	
Any other community	



Once you have this list, you can do two things: you can market to people individually, by calling up each person that is relevant, ask them for a referral and call that person as well, or you can do it faster by investing in paid advertising on Facebook, Google, LinkedIn or other social media advertising.

On these platforms, you can upload the Excel file with the list of people that have already opted into your email list, and you are then able to advertise to them in Facebook, for example. The benefit of that is that you can shorten and automate the work you need to do by getting the interested people to either opt in to a list or buy directly what you are offering, without wasting time. You can see very fast results.

- **Advertising With The AIDA Formula**



This formula stands for Attention, Interest, Desire and Action.

When you advertise, every advert you create or every time you speak from the stage or in a meeting, these elements above should be present.

For example, one day I was in a car and I saw a sign on the highway which read something like: "Is your wife hot? Buy an air conditioning system. 10% off before 23 May 2018. Visit this website blahblah.com"

The attention-grabbing headline was “Is your wife hot?”

The call to action was “Buy ...”.

The interest was “10% off”.

Desire was created by the limitation/expiry date.

4. Qualifying



The next step in the selling system is asking the right questions that will enable you to see if you are able to help this person by offering him your product, and whether this person is someone who has the right budget, is ready to take your offer now, and is someone you want as a client. The questions should be as specific as possible so that they help you narrow down exactly what this person wants. I give honest advice about how my product could benefit people, but I do not sell my product without considering the impact on my client. I only sell my product if I believe there is a benefit for the other person in getting it. I think it is important to be ethical in sales. I also think it is important not to conceal the truth or to say just about anything just to get the sale.

Some clients make you lose money so it's not worth having them. The qualifying questions should include:

- Affordability.
- Timing.



Qualifying questions could be:

- Are you looking for X product?
- What kind of product are you looking for?
- When would you like to have this product?
- Would you be interested if I showed you the product that you want?

5. Assessing



In the assessing stage, you dig even deeper as to the needs and wants of your client. After you have already asked all the questions regarding what the client wants, now is the time to create a proposal for the client. Your opinion needs to come across like a professional consultant that is there to help the client solve the problem he has.

During this phase, you need to communicate the value of your product and educate the client on why he would benefit from your product. The purpose here is to ask as many questions as possible where the client can only answer with a "YES", since, as you draw closer to asking for the sale, your potential client needs to agree with you as much as possible so that you can close the sale.

6. Asking For The Sale



This is probably the hardest thing anyone starting out in sales needs to do in order to make more money. There are many people that I know that are great teachers, trainers, coaches, that have amazing training, with incredible results, yet they struggle to make money because they hate asking for money. Giving money away is the easiest thing in the world for them. They are all about contribution and helping people. They would give the shirt on their back if they could, to help someone.

They are great, but they struggle to put food on the table simply because they don't believe they are worth it, or some other reason we don't know.

I used to struggle with asking for the sale until I realised I was doing people a disservice by not offering them my solution to their problems. If you get the opportunity to meet me, you will find I am perfectly okay to ask clients if they want to invest in owning certain products because I know if they do, they will benefit greatly.



Here is my process for asking for the sale:

First, ask a series of questions that lead to a YES:

"If I showed you a way in which you can monetize your knowledge, you would be interested, wouldn't you?"

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“If I showed you how to monetize your knowledge in thirty days you would be even more interested, wouldn’t you?”

“If I helped you turn what you know into not one, but multiple streams of income, you would like that, wouldn’t you?”

“The speaking business can be profitable, don’t you think?”

“If I showed you the programme that worked well for some influencers and is also available for you, too, you would be interested, wouldn’t you?”

Then explain the product, and how it is exactly what the client wants, based on the research you gathered earlier when you asked all the questions.

Then, you can say something like:

“How do you feel about XYZ programme?” (Test the close first.) Then continue by asking:

“Would you like to get started with the XYZ programme?”

Or, even better, you can ask by **assuming the sale**, using the A or B approach.

For example: “Would you like to get started with the XYZ programme on Tuesday or on Wednesday?”

“Would you like to get started by putting down a 50% initial investment or the total investment?”

Another strategy for helping the client get emotionally involved in the product is to use words like “**when** ... you own this product, **when** ... you become part of my programme, **when** ... you acquire this product”. because they help the client imagine they already own it.



Ask For The Sale in a non-threatening way, by using non-threatening words and avoiding words that are associated with things people want to avoid.

Price or cost have the meaning of something that you pay out that never comes back to you; investment is something that does come back to you.



Avoid words or phrases such as: *the price is ...*, *the cost is ...*, *pay this ...*

Replace: *the down payment is ...* with *the initial investment is ...*

Use words such as: *the investment is ...* instead of *the payment is ...*

Say: *this is offered for ...* instead of *the price is ...*

Avoid the word *buy* and replace it with the word *own*.

Replace *sign here* with *okay the paperwork*.

If all went well, then the process ends there. But, in case the client has some concerns to overcome, the process continues.

7. Overcome Objections



Here is a process to handle questions and objections when the potential client expresses a concern:

- **I Can Understand How You Feel.**

First listen carefully and express that you can understand how the potential client feels.

- **Clarify Why, When, What, Who?**

Ask questions to identify the specifics of what the concern is really about.

If the client says, "I need to think about it", then the most powerful and most effective objection handling question is "What do you need to think about?" You need to find out the real concern.

When the client tells you the real concern, that is when you can address it.

Ask questions to find out why this concern came about; what the reason for it is, and who has this concern. Is it the potential client or someone related to him or a colleague who is the decision-maker?

- **Find Out The Real Concern**

Find out if the concern is lack of money, lack of time, being contented with current situation, lack of trust in your product or lack of urgency.

- **Explain Based On The "Feel, Felt, Found" Formula:**

I understand how you feel. If I was you, I would feel exactly the same way.

I also felt the same before, and this is what I found ...

- **Confirm : Have I Addressed Your Concern?**

Ask the client whether you addressed his concern.

If you did, then ask for the sale again.

“Would you like to go ahead with XYZ product?”



Track And Measure Exercise

How Many People Did I Contact Today?	
How Many People Responded?	
How Many Sales Calls Did I Make?	
How Many Sales Did I Close ?	

Write Down What You Are Going To Offer As Your Main Product.....

Write Down What Makes Your Product Or Service Different, Compared To Everything Else.....

Why Should Anyone Pick You?

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What Don't Other Companies Or Competitors Have That You Do?.....

Write Down Three Products You Are Going To Upsell From This Initial Product.....

- Product 1.....
- Product 2.....
- Product 3.....

Mention The Main Features And Benefits Of Your Product:

Features Of My Product Are:

-
-
-
-
-

Benefits Of My Product Are:

-
-
-
-
-

Peak Performance Sales: Turbocharge Your Sales Without Being Pushy

Write Down Three Methods You Are Going To Use To Inform Your Potential Clients Your Product Or Service Is Limited:

-
-
-

Write Down the Three Most Common Objections Or Concerns You Receive For Your Products Or Services:

- Objection 1
- Objection 2
- Objection 3

Write Down Three Different Ways To Reposition Objections



8. Closing



Whilst in the process of closing, so many things can go wrong. The card machine runs out of paper, there is no signal for your card machine because of the building, someone taps the potential client on the shoulder to say hello and starts chatting to him, the card bounces because the bank won't allow a big amount to be paid, the card doesn't work, the client starts thinking he could maybe transfer the amount later to save five pounds in fees, the list is endless with all the Murphy's law catastrophes that can happen at the last minute. The funniest thing that happened to me was having to travel with a client to another station on the DLR train in London because the entire station did not have enough signal to take payment with the card machine.

- **No Distractions, No Interruptions.**



Interruptions Kill Sales. The key learning point is to be over the top prepared for anything. Have pens handy, don't fumble for pens at the last second. Try to sell in a place where you can't be interrupted. Under no circumstances take phone calls during your meeting with the potential client. Try to do your very best not to get interrupted. Any interruption, like a colleague saying hello or a friend of theirs saying hello, can prevent the sale, or them receiving a phone call can prevent them from completing the sale. I have seen it so many times at events or in the

property business or whilst selling courses – people changing their mind in a split second. If the card is stopped by the bank for security purposes, that can make people cautious, also, and then they change their mind because they are superstitious about what it means.

- **Simplify Payment Processes So You Can Achieve Larger Sales**



The funniest thing that happened to me when I started selling English courses for Harry's business was that three people came and wanted to pay £350 each for an English course. The only way to pay was either cash or transfer. There was no possibility to pay by card. The clients went out to get the money from the ATM and they never returned. Like them, several others went out and never returned. I fixed that issue shortly after and brought in several ways to accept payment. No wonder the sales increased!

If you are starting out and you have nothing to accept payment with, you can start with PayPal. PayPal has an app which is called PayPal Here, and once you set it up, you can easily charge the amount you want using just your phone!



Moral of the story? Have several ways to accept payment. Make it easy to pay in person, as well as online. Ask for payment first. Clients forget, otherwise, and get carried away. The possibility of them making the payment tomorrow or later is quite slim.

9. Upselling System To Make More Sales Without Increasing Marketing Cost



Here is the multi-million-pound question that McDonald's and many other brands have used to increase their sales:

Would you like fries with that?

When the client is in a buying mode, it is much easier to upsell – by offering something else as well, as a package deal. When you are able to do this on the website and automate your upselling by offering something else as well, once people have already added something to their shopping cart, that works even better to increase your sales.





Write down what you can offer to your clients as an upsell so that they purchase more in one go:





Once your client has acquired something, what upselling question will you ask him?

10. Reviews



Empower Yourself To Get 5-Star Raving Reviews To Boost Your Company's Profits

Reviews are critical in order to build trust for your product. People take a few minutes to check the reviews so they can find out more about you. They Google you and if they find nothing, then you need to start asking for testimonials from the people you have helped.

If you've got absolutely nothing, you can also choose to help five people at a discounted rate so you can get their reviews.

The best time to get reviews is in the moment you have helped the respective person, especially when the client got a really great result with the product you have. That is when the client is happiest to give you a testimonial that works for you and for them, too.

If you show your clients how to give you the right reviews, based on their experience with your product, then you will get better results.

Harry Sardinas created a system for getting raving testimonials from your clients. The secret is making the testimonial to be win-win.

How you do this is by allowing the clients to mention their name and website; they are then happy to give you a testimonial and share their experience, because they are getting exposure and visibility on your website.

There are some steps to be followed so that the testimonials are the most effective:

The first step is for the client to establish his authority, name and credibility, then mention the problem he had, then dig into the pain he experienced as a result, followed by the solution you provided, alongside mentioning the impact your solution provided and the result, followed by reiterating his credibility and name at the end.

11. Referrals

- **Easily Create Raving Fans For Your Business To Help Your Business Become The Leader In Your Industry**



- **Be Absolutely Clear On Who You Are, What You Are Offering And What Clients Are Really Buying From You.**

Choose one thing that represents what you authentically are passionate about and are able to do very well, and then

show it clearly to others. Make it clear to them and to yourself, by giving them explanation videos, banners, emails, and reviews from others, and anything they need, to be able to promote you. Anybody can be a source of referral for you if they know exactly what you do, are happy with what you offer and they have some benefit for recommending you – that could be in the form of a referral commission. In my case, I offer high commissions on some of the “write a book”, “become an author”, “speaker training” and other programmes I have, so it is easier for me to acquire referral clients. Nobody will recommend you if your product or service isn’t great, regardless of the commission, however.

The best part is that you can automate affiliate commissions as well, by creating affiliate links for everyone, and get even more income that way, as it saves time for everyone. In the affiliate site, you can have all the banners, emails, videos and information useful for your affiliates to promote, as well as the terms and conditions for payment.

You may be wondering how you can obtain referrals that are worth a lot of money to you.

- **Make Every Client Feel Special**



Be kind and treat every single client like they are worth £50,000 to you. In fact, they are worth that amount, or much more to you. Even if you organise an event and only three people come, walk the extra mile and be incredibly helpful and kind, because those three people can refer you to other people. You never know who you will be

recommended to. When you make each conversation you have with your clients a conversation where they feel you are fully present to solve their needs, they will be more likely to appreciate your effort and refer you to more people.

12. Follow-Up



95% Of The Money Is Made In The Follow-Up.

Here is the biggest secret of sales hidden in broad daylight.

When you've completed all the steps to get to this point of the sales process, but the client needs more time to think, you are at a point where you have done 95% of the work. The danger is in the last 5%, when you may forget to contact the person again and so miss out on 95% of the business. That's because only a very small percentage of people buy after seeing the product for the first time. I have, over the years, been guilty myself of not following up and so missing out on business. Clients don't feel valued and they disappear or ask for a refund.

I am lucky to have a very, very low refund rate because I show my clients I care.





95%
Of Sales
Are Made In The
Follow-Up.



- **Even If You Made No Sale, Ask For A Referral**



Ask for referrals from the people who didn't buy, because while they may not be ready to own your product at this time, they may still value it, and they may refer others to you. It has happened many times that I was recommended to others. When you get an unexpected referral from someone who doesn't want anything in return, you don't have any cost of referral. And, even in the case of giving an incentive to the referrer, you still got an extra client.

- **Send Thank You Notes**



This strategy is something that had huge results for my property business.

I bought inexpensive tasty chocolates that looked great and wrapped them in gift wrapping. I also sent a typed card with a handwritten signature, requesting a referral. I then posted them to each person in my properties and it led to several referrals immediately after.

13. Lifetime Value



Every client is worth a huge amount to you, not only because they are able to recommend their friends to you, but also because people like to invest in people they like, trust and admire.

You need to treat your clients very nicely because they could become lifetime clients and spend ten or twenty times more over a lifetime with you – depending on your product, of course.





Peak Performance Sales Team

Every time I see an article about a “self-made” entrepreneur, I know there is literally nobody in this world who is self-made. There is no such thing as a self-made successful employee, business owner or coach. For anything you want to succeed in, you need a team. Despite the fact that, overall, I like working independently, I would not succeed in anything without my incredible team.

Training them took a long time and a lot of effort; but it was all worth it because we are a team with great synergy and, together, we can achieve great things.

Here are some things I recommend so you, too, can benefit from a great team:



Find An Outsourcer

There are several websites for outsourcing that you can use to get someone to work with you on a project basis or full-time also.

Tasks they can accomplish: setting appointments, building websites, calling people, paying bills, managing your social media.

You need to know what they need to do, otherwise this won't work. They know how to create websites; they won't know how to create a website that sells unless you train them. They can post on social media, but you need to give them the strategy.



Create Your Own Power Team

Your team needs to complement your skills. For instance, Harry and myself are both creative. We need the team to focus on doing the tasks we create, and on keeping track of expenses, and on implementing the systems we create. In every team you need a creator, a saver, a systems person, a person diligently applying everything. If you haven't got any money to hire a team, enrol people in your vision by doing a skill swap.



Reward Your Sales Team Based On Results

Ideally, your team should be paid on results – based on commission, so they would be motivated to become more productive.

For those people that aren't productive, find out what happened before blaming them – maybe they are having problems at home or maybe their kids are sick.



Enrol Your Team In The Company Vision

If people don't have a chance to progress or make more money, they get demotivated and become unproductive. Spend time to train them so they get a chance to progress.



Use Positive Reinforcement

A lot of companies use a lot of monetary rewards, but group acknowledgements, parties, awards, or some sort of weekly recognition based on performance work as well to motivate people.



Encourage Teambuilding

People get motivated and unmotivated quickly. Encourage the sales team individually and also together – incentivise them individually and as a group, with a group incentive being, for example, a teambuilding trip.

They need to feel enrolled in the benefit the product makes to the world for this to work. In our case, the Speakers Are

LILY PATRASCU

Leaders public speaking workshop has a transformational change in the world, because it helps people overcome their fear of public speaking and the big difference this course makes in the world motivates people. Previous attendees constantly refer people to our courses because we make a big transformation to their lives and this allows them to find their voice.

We share with everybody in our team the big difference they are creating for the world when they refer people, by taking a stand and overcoming the fear, and they find out they have no more fears because they become more powerful and this is why people start speaking internationally in front of thousands of people.

Show your team what is the impact they will create as a result of their work and you will engage and enrol your team in your company vision.





Summary

Peak Performance Sales shows that anyone can overcome the fear of selling, the fear of speaking to clients or any obstacle that is currently preventing you from making more sales. All you have to do is implement some of the strategies in this book.

Peak Performance Sales gives ordinary people the strategy to create an extraordinary lifestyle by discovering how to sell.





Become An Incredible Salesperson

I have prepared a special
Sales Mastery Masterclass
for you so that you can start practicing these
sales techniques I spoke about in the book.

Watch the FREE masterclass here:

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