



Principled Selling

Timeless Strategies to Sell without Sleaze



I'm Rebecca Rapple
& I'm awesome.



PRINCIPLED

Acting with Morality
Based on a Set of Rules

Get Your Brains Started!!

What it Means to Sell
3 Step Sales Equation
Popeye Principle
The Hidden #1 Objection
Why 30% Off Sales Work

Let's Start at the Beginning...

What Does it
MEAN to Sell?

Selling is all about
Catalyzing **POSITIVE** Change.

Big Question.

What is Selling?

Simple Answer.

Excitement

-

Fear

=

+

Action



Your job is simple.

- 1) Increase Excitement
- 2) Decrease Fear
- 3) Create Action

Step One

Excitement

Fear

=

+

Action

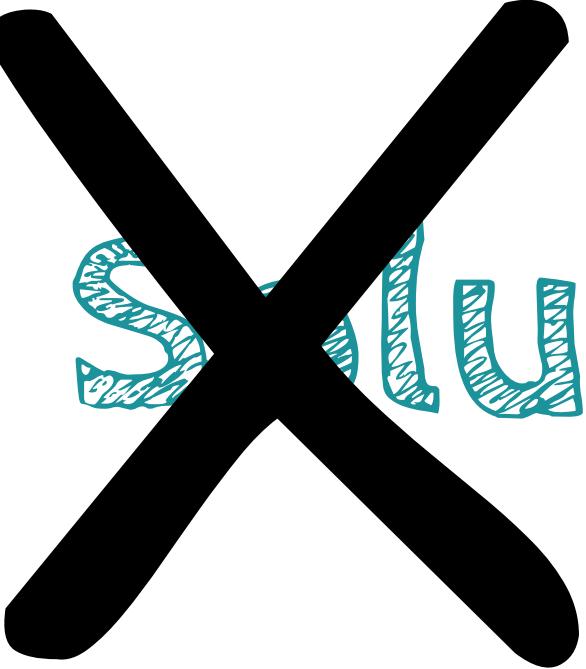
The
SALE!

97% Screw This Up

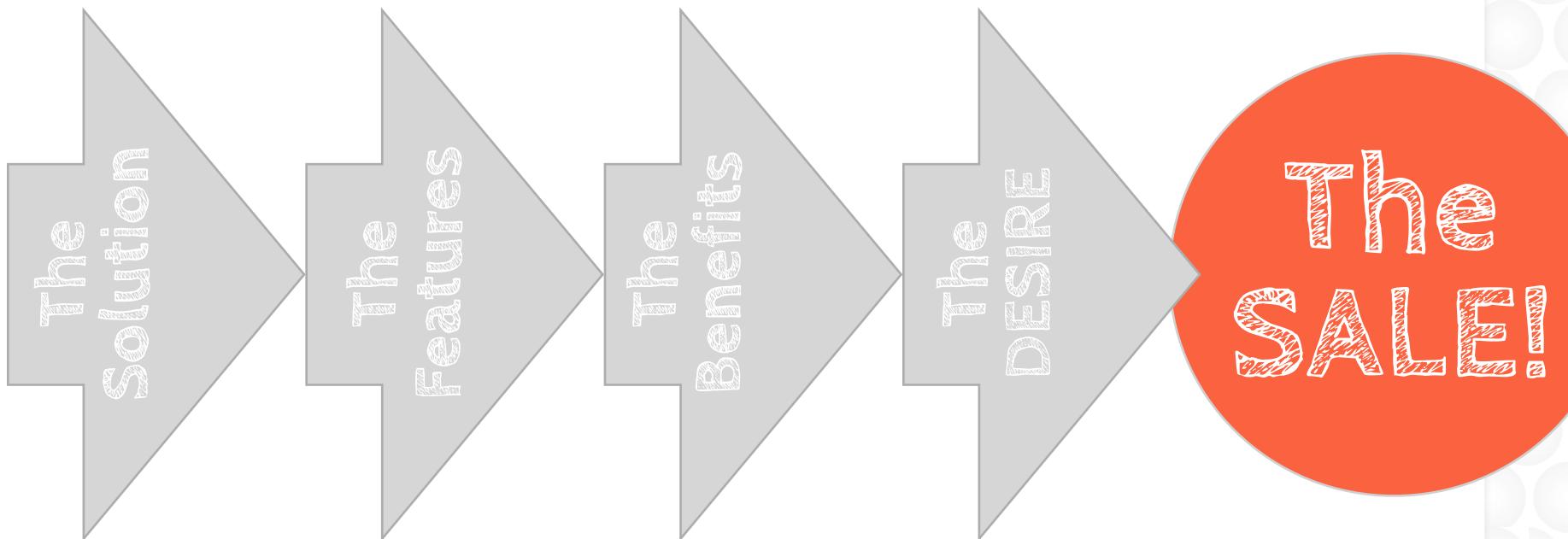
WHAT ARE YOU
SELLING?

WRONG.

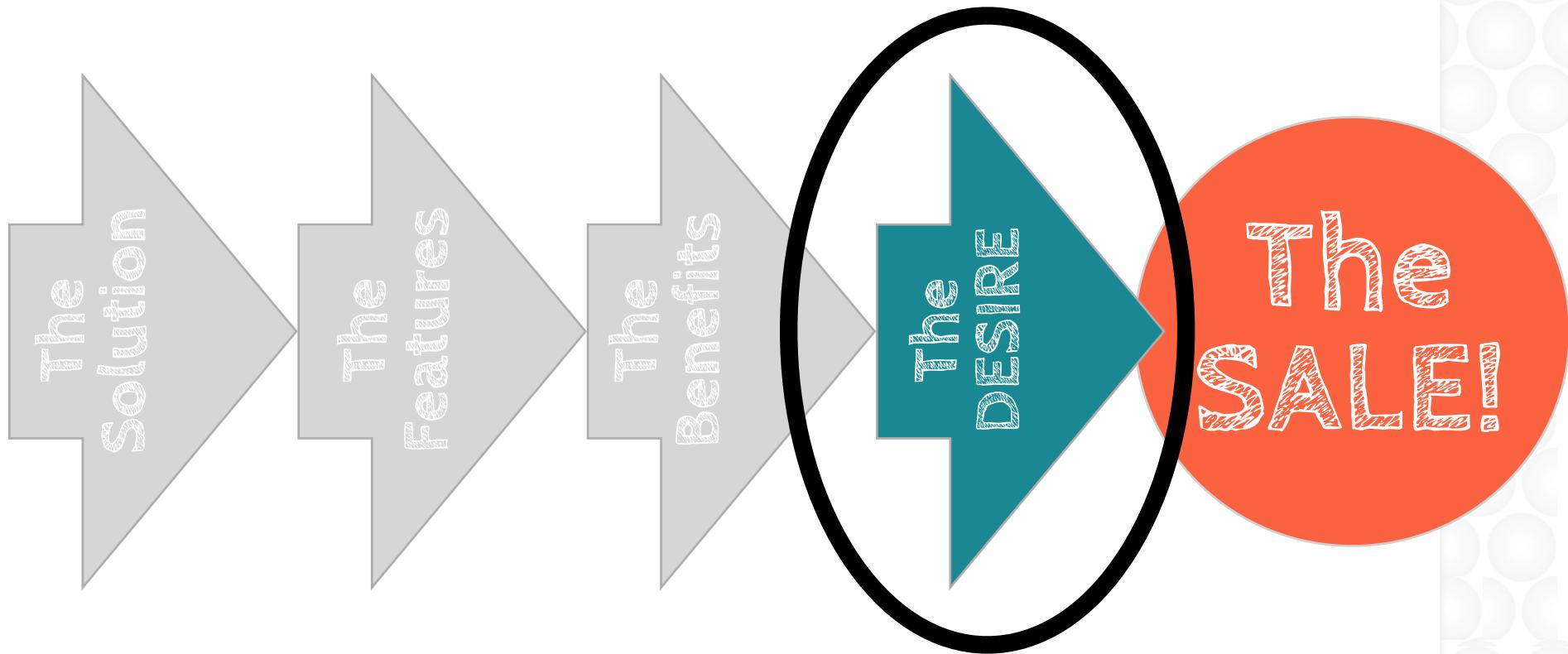
The Solution



You'll Get It Right



So... What are you SELLING?



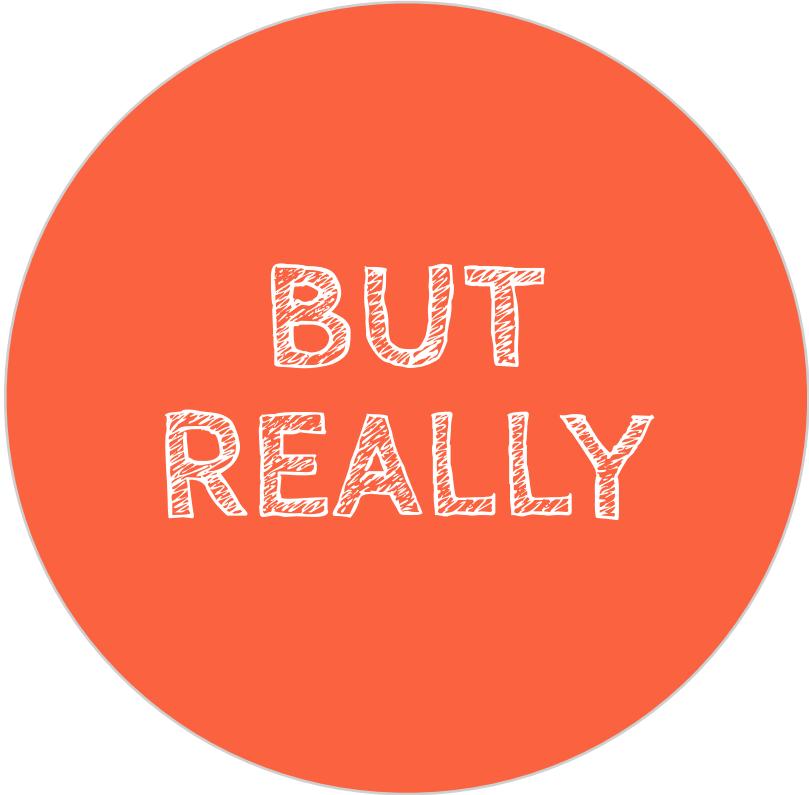
| Solution | Feature | Benefit | Desire |
|-------------------|-----------------|-------------------------|------------|
| Personal Training | Weekly Sessions | Increased Core Strength | 6-pack Abs |
| | | | |
| | | | |
| | | | |
| | | | |

| Solution | Feature | Benefit | Desire |
|-------------------|-----------------|-------------------------|------------------|
| Personal Training | Weekly Sessions | Increased Core Strength | 6-pack Abs |
| Personal Training | Weekly Sessions | Lose Weight | Look great naked |
| | | | |
| | | | |
| | | | |

| Solution | Feature | Benefit | Desire |
|-------------------|-----------------|-------------------------|---|
| Personal Training | Weekly Sessions | Increased Core Strength | 6-pack Abs |
| Personal Training | Weekly Sessions | Lose Weight | Look great naked |
| Personal Training | Weekly Sessions | Lose Weight | Be able to buy clothes from any store |
| Personal Training | Weekly Sessions | Lose Weight | Fit in your dream wedding gown |
| Personal Training | Weekly Sessions | Lose Weight | Live to see your grand daughter get married |

Beware of the “code words”

I Like Big Butts & I Can Not Lie



BUT
REALLY

My FAVORITE Example.
Totally not PG Rated.

But Really they want...

Peeps & Problem

Guys Not Happy in Relationship

The Solution

Teach them to be a better partner

The Features

10 step relationship roadmap

The Benefits

Happier partner and better relationship

The Desire

They Sold Millions.

Peeps & Problem

Guys Not Happy in Relationship

The Solution

Teach them to be a better partner

The Features

10 step relationship roadmap

The Benefits

Happier partner and better relationship

The Desire

GET MORE BLOW JOBS

**Sell them what they want.
Give them what they need.**

Popeye Says...

“Don’t Sell the Spinach.
Sell the Muscles!”

Step Two

Excitement



Action

A large orange circle with a thick white outline. Inside the circle, the words "The" and "SALE!" are written in a large, white, textured font. The "A" in "SALE!" is capitalized and has a exclamation mark at the end. The entire text is in a hand-drawn, sketchy style.

A Few Words About Fear...

- 1) Part of Change
- 2) Vulnerability
- 3) Rarely About You!

The #1 Hidden Fear

Embarrassment
& Shame

Sub Categories of Fear

- Failure
- Success
- Loss
- Overwhelm
- Insecurity
- Trust

What if
it doesn't work
for me?

What
will my friends
think?

What
if I waste my
money?

If this works I
will have to...

I'm too..
busy / lazy /
fat / thin

Can I trust
you?

Before You Sell...

Write Down AT LEAST
30 Fears
Of Your Ideal Customer

Fear Demolishers

Social Proof

Risk Removers

Trust Builders

Ease Enhancers

Social Proof

- Testimonials
- Case Studies
- Interviews
- Affiliates
- Social Media
- “Quotes”

OMG. They
are just like me!

“Everybody’s”
doing it.

So-n-So
says its good!

I want their life!

If they can do
it, I can too!

Can I trust
you?

Risk Reversal

- Guarantee
- (Dis) Qualify
- Build Into Program
- Flat Out Address

You're speaking to ME.

This is perfect.

She addresses everything.

I can't wait to get started.

She's honest.
And it fits.

You read my mind.

Trust Builders

- History
- KLT Factor
- 1:1 Touch
- Design
- Logos

Her stuff has worked before.

She is my friend, kinda.

I can always get a refund.

This will make me so happy.

This HAS to work for me...

Of course I trust her.

Ease Enhancers

- REPEAT!
- Organize
- Simplify
- Clarify
- Highlight
- Repeat.

I FINALLY get it.

This seems easy.

Well, I guess I'm doing it.

Its a proven process...

Even I can do this!

She has her act together.

Adios Fear!

List of 30 Fears

+

1-2 Fear Demolishers

=

ADIOS FEAR!

I'm too fat...

| Procedure | Benefit | Desire |
|-------------------|-----------------|-------------------------|
| Personal Training | Weekly Sessions | Increased Core Strength |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |

Case Study
300 → 6 Pack

I'm too fat...

| Procedure | Benefit | Desire |
|-------------------|-----------------|-------------------------|
| Personal Training | Weekly Sessions | Increased Core Strength |
| Personal Training | Weekly Sessions | Look great naked |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |

Interview on
Confidence

I'm too fat...

| Procedure | Benefit | Desire |
|-------------------|-----------------|-------------------------|
| Personal Training | Weekly Sessions | Increased Core Strength |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |

Built Into Product

I'm too fat...

| Procedure | Benefit | Desire |
|-------------------|-----------------|-------------------------|
| Personal Training | Weekly Sessions | Increased Core Strength |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |

Pictures w/
Many Shapes
& Sizes

I'm too fat...

| Procedure | Benefit | Desire |
|-------------------|-----------------|---|
| Personal Training | Weekly Sessions | Increased Core Strength |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Lose Weight |
| Personal Training | Weekly Sessions | Live to see your grand daughter get married |

Scientific
Study

Step Three

Excitement

-

Fear

=

+

Action



The
SALE!

Worst words ever.
“Oh, I’ll sign up later”

why 50% Off Sales Work

Give a Reason to
BUY NOW!
-- Urgency --

Urgency w/o Discounting

Deadlines!

Special Offers

Limited Quantities



Get
Creative!

Two Other Keys

#1 - Remove Barriers

#2 - Opportunities

Your Selling Equation

Excitement

-

Fear

=

+

Action



The
SALE!

[**www.RebeccaRapple.com/OTC**](http://www.RebeccaRapple.com/OTC)

Rebecca@RebeccaRapple.com