

SPARK!

with  
Rebecca Rapple

# Principled Selling

Timeless Strategies to Sell without Sleaze

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I'm Rebecca Rapple  
& I'm awesome.

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# PRINCIPLED

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Acting with Morality  
Based on a Set of Rules

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# Get Your Brains Started!!

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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...

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What Does It  
MEAN to Sell?

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Selling is all about  
Catalyzing POSITIVE Change.

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# Big Question.

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What is Selling?



# Simple Answer.

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Excitement

-

Fear

=

+

Action



The  
SALE!



# Your Job Is Simple.

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

# Step One

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Excitement

Fear

+

Action

=

The  
SALE!

97% Screw This Up

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WHAT ARE YOU  
SELLING?

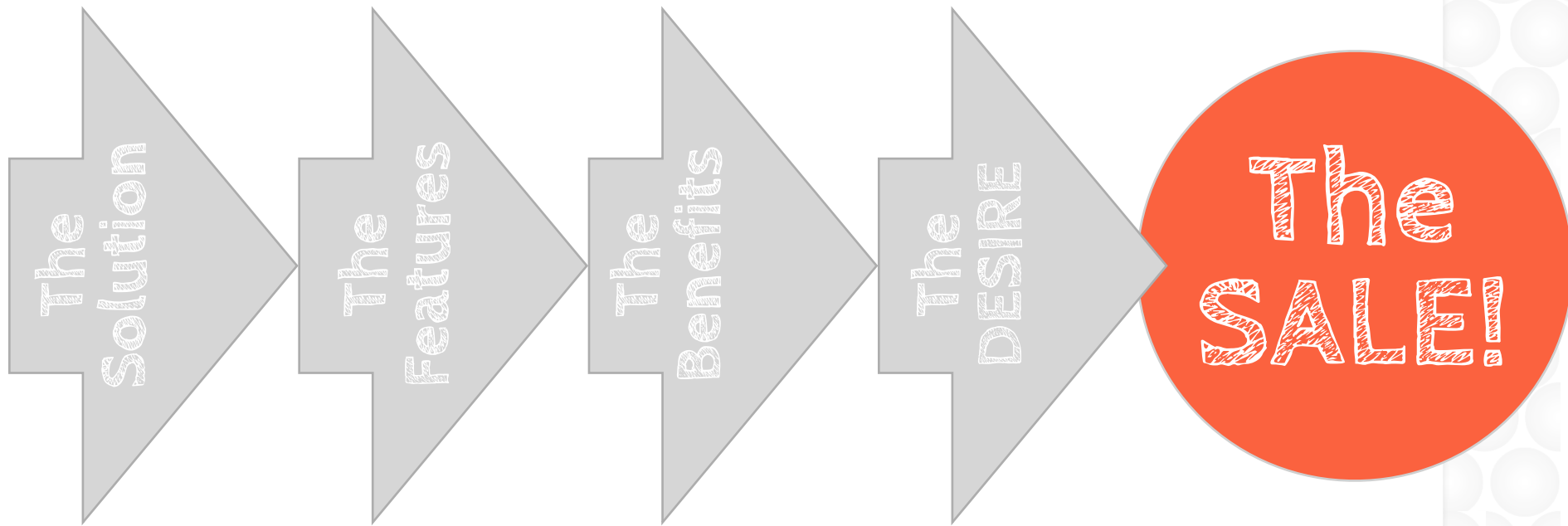
WRONG.

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The solution

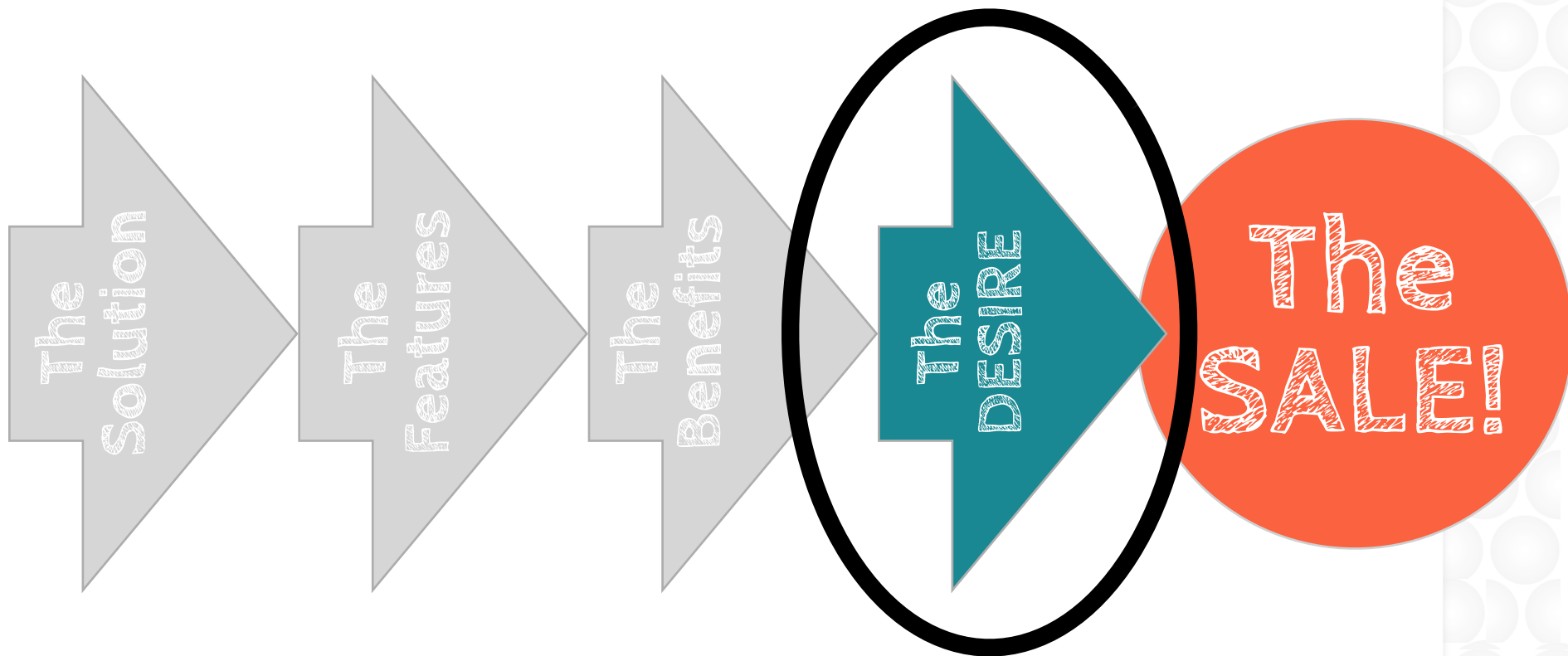
# You'll Get It Right

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# So... What are you SELLING?

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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

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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

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Beware of the “code words”

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I Like Big Buts & I Can Not Lie

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BUT  
REALLY

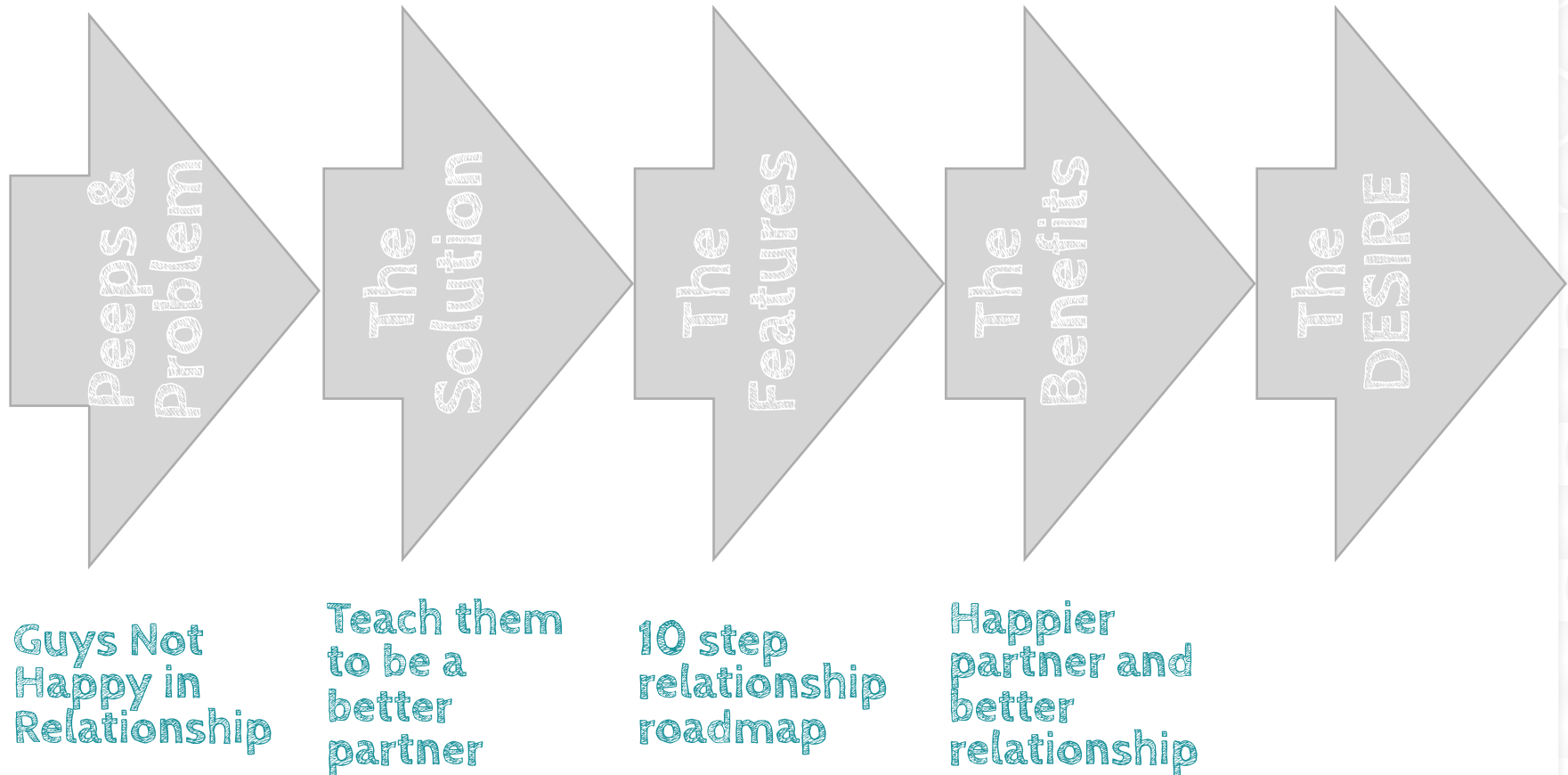
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My FAVORITE Example.  
Totally not PG Rated.

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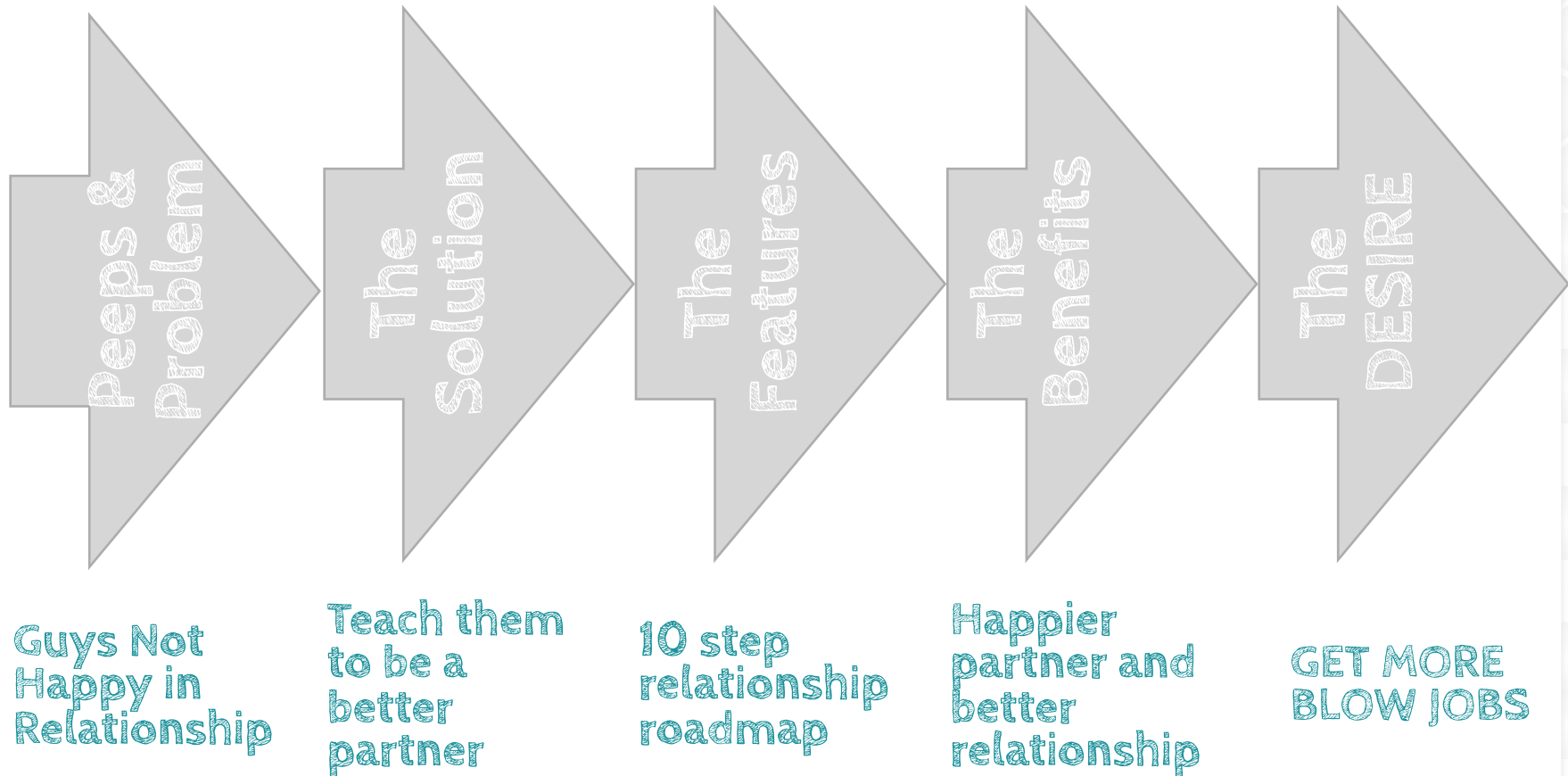
# But Really they want...

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# They Sold Millions.

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

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Popeye Says...

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

## Step Two

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Excitement

Fear  
+  
Action

The  
SALE!

# A Few Words About Fear...

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1) Part of Change

2) Vulnerability

3) Rarely About You!

The #1 Hidden Fear

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Embarrassment  
& Shame

# Sub Categories of Fear

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- 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...

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Write Down AT LEAST  
30 Fears  
Of Your Ideal Customer



# Fear Demolishers

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Social Proof

Risk Removers

Trust Builders

Ease Enhancers

# Social Proof

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- 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

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- 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

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- 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

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- 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!

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List of 30 Fears

+

1-2 Fear Demolishers

=

ADIOS FEAR!



I'm too fat...

	Exercise	Benefit	Desire
Personal Training	Weekly Sessions	Increased Core Strength	6-pack Abs
Personal Training	Weekly Sessions	Lose Weight	Look great
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

Case Study  
300 → 6 pack



I'm too fat...

	Structure	Benefit	Desire
Personal Training	Weekly Sessions	Increased Core Strength	6-pack Abs
Personal Training	Weekly Sessions	Increased Core Strength	Look great naked
Personal Training	Weekly Sessions	Lose Weight	Be able to buy clothes from any store
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Interview on Confidence

I'm too fat...

	Structure	Benefit	Desire
Personal Training	Weekly Sessions	Increased Core Strength	6-pack Abs
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Built Into Product

I'm too fat...

	Structure	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
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Pictures w/  
Many Shapes  
& Sizes

I'm too fat...

	Intervention	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
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Scientific Study

## Step Three

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Excitement

-

Fear

=

+

Action

The  
SALE!

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

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# Why 50% Off Sales Work

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Give a Reason to

BUY NOW!

-- Urgency --



# Urgency w/o Discounting

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Deadlines!

Special Offers

Limited Quantities



Get  
Creative!

# Two Other Keys

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#1 - Remove Barriers

#2 - Opportunities

# Your Selling Equation

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Excitement

-

Fear

=

+

Action



The  
SALE!

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

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[Rebecca@RebeccaRapple.com](mailto:Rebecca@RebeccaRapple.com)