

The Sales Success Cheat Sheet

A Proven 3-Step Process for Selling Anything

Everything is selling. Whatever you ate for breakfast started the journey to your table when someone sold something. You probably won't make any money this week unless someone, maybe you, sells something and makes money. SO if you have something to share with the world—an idea, product, service, or message—you need a proven process to sell it.



Selling is what makes the world work and what drives the economy. As the Master of Sales Zig Ziglar said, money isn't everything, but it is reasonably close to oxygen on the "gotta have it" scale. You may have a great idea, product or service, but until it gets sold, nothing happens. No one uses it.

I'm Kevin Harrington, the founder of the *Secrets of Closing the Sale Master Class* inspired by the Master of sales—Zig Ziglar. I'm also an original shark from the hit TV show *Shark Tank* and a successful entrepreneur for more than forty years. I invented the infomercial and am one of the pioneers behind the As Seen on TV brand. I've launched more than 500 products generating more than \$5 billion in global sales.

I believe your idea, product, or service, deserves the best possible chance at success.

That's why I'm offering you the secret 3-part process that I've used in every successful sale to generate more than \$5 billion. It's called ***The Sales Success Worksheet: A Proven 3-Step Process for Selling Anything***. Not only will you learn the secret process, you'll also get a worksheet you can use to easily apply the 3 steps to whatever you're selling.

TEASE—PLEASE—SEIZE

Everything is selling. As a successful entrepreneur and investor, I've launched more than twenty \$100 million companies. Along the way I've helped thousands of people just like you launch their idea and turn their dreams into realities.

I believe your idea, product, or service deserves the best possible chance at success. That's why I'm giving you this proven, 3-part process I've used to generate more than \$5 billion. It's called TEASE—PLEASE—SEIZE. It's simple and easy to apply, AND powerful. Follow the steps and use the worksheet provided and you'll turn more leads into sales and more potential customers into raving fans. Here's how it works:

The Tease:

This initial step contains the Hook – where you “plant the seed” of interest. You reveal the problem your idea, product, or service solves. You present the Big Idea of why your idea, product, or service is the best thing since sliced bread. Don't be afraid to introduce a little showmanship here. You want to let your customer know that you understand where they are coming from and you set up how you have the solution.

The Please:

This step turns your customer's initial interest into a concrete desire. Here you demonstrate how your idea, product, or service will totally solve the problem you revealed in the Tease step. Ideally, you solve it in the most efficient, elegant or cost-effective manner—better than any other idea, product, or service in the marketplace. Show off your features and benefits and display the magical transformation that will take place in their lives.

The Seize:

Finally, go for the kill. You've shown the value you provide, so now is the time to seize the opportunity. It can be tempting to feel like you are being too pushy, but you can't think of this step that way. You've shown that you understand your customer's problem, and you can provide a solution. That solution has value. Now is the time to ask for what you want or for the funding you want. Be clear in your call to action so they know exactly what they need to do to seize the opportunity.

How to Deploy the Sales Success Process

Now it's your turn to apply this proven process to whatever it is you sell. And remember, everything is selling. So get to work! Answer the questions on this worksheet to craft your own TEASE—PLEASE—SEIZE plan.

The Tease:

What specific and painful problem does your offer solve?

What big, controversial idea do you offer?

What real-world benefits will you promise?

Write your opening, attention-grabbing lines here:

The Please:

How does your idea, product, or service totally solve the problem revealed in your Tease?

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What testimonials, case studies, or examples will you use for support? List them here and think about a specific customer objection they help you overcome.

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How will you demonstrate your idea, product, or service? This may take different forms based on your method of interaction with your customer (in person, on the phone, on video, online, etc.)

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The Seize:

How *exactly* will you call people to take action? Be as specific as you can and keep the bar low so it is easy to take the first step.

What would a successful outcome look like for you? In other words, what do you want them to do to commit? Click? Sign? Call? Shake hands? Put it into as few words as possible:

How will you create a sense of urgency to encourage immediate action?

Everything is selling.

And every successful sale has these three parts without exception.
How are you going to use it to sell your idea, product or service now?