

# PODCAST EPISODE 6: SALES SKILLS

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## Three Step Sales Technique

### 1. Find out the person's need(s)

Ask open questions to find out what really drives the person. 'Wanting to learn guitar' isn't a strong need because it's too broad. Try and figure out the specific reason a prospective student wants to learn guitar. If you're using this technique on your existing students, you might *think* you know what their needs are, but remember that needs change over time so you should regularly check what they are.

### 2. Work out their current and desired situations

Finding out a person's current situation is easy. Simply find out what skills they already have on guitar. Finding out what their desired situation can be tough some times as often students aren't completely sure what they want to achieve. If you have trouble finding out what they want to achieve, run through a few different possibilities and see which ones receive the best reaction.

The gap between the person's current and desired situations is extremely useful from a teacher's point of view. This gap will tell you how motivated the person will be to work towards their goal. If a complete beginner wants to learn a technically demanding style such as Flamenco, they will cover a lot of ground and work hard to achieve it. That means they will be far more likely to seek out your help rather than learn it on their own.

If the gap is small, the person won't see your lessons as important as they could simply find the information they want on YouTube. Focus on people with wide gaps between their current and desired situations.

### 3. Offer your solution

Resist the temptation to offer your solution before first finding out all the information in steps 1 & 2. If your solution is for the person to take lessons with you, explain how your lessons are what's needed to help the person reach their desired situation. If your solution is a certain exercise, explain how that exercise is what's needed to achieve their goal.

The key message is to link your solution (what you're selling) to their needs and their desired situation. Only do this if your solution really is the best option. If you're a rock guitar teacher trying to teach somebody classical music, maybe it's best somebody else helps that person. Focus on your strengths and only sell what you're best at.

## Times You Can Use This Technique

Talking to prospective students isn't the only time you will use this technique. Here are a few examples of times when this technique is extremely useful:

- Convincing a student to practice more
- Dealing with a student who skips lessons or cancels
- Selling a product (eg: eBook or course) to students or to the public
- Explaining a new technique/skill/concept/music theory
- Raising your lesson rates
- Promoting a workshop
- Building an email list

Practice applying this technique every opportunity you can so you can improve your sales skills