



14

THE

UNBREAKABLE

LAWS OF

SUCCESSFUL SALES

PROSPECTING

IYORE OGBUIGWE



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PRAISE FOR THE 14 UNBREAKABLE LAWS OF SUCCESSFUL SALES PROSPECTING

"Thanks Iyore for this amazing book. I followed the principles you gave and have been able to increase sales of my new online course by more than 100% with only half the effort it took me to market the first one. I highly recommend it to everyone who's in business."

Edirin Edewor (Mindset Coach, Author and Public Speaker)

"Hello... My name is Rhema... I just landed a job as a sales executive in a luxury company. I called Steve Harris (my mentor) to give him the good news and he recommended your eBook... it's an amazing read.. easy and insightful.."

Rhema Okonoboh (Luxury Sales Executive)

"Hello Coach @iyoreogbuigwe....see! We put laws 8 & 9 to work & I'm getting enquiries from it already. Yay!"

Betty Abang (Entrepreneur)

"The 14 unbreakable laws of successful sales prospecting is one book I would recommend as a guide to excel as an entrepreneur and a sales person."

Isabella Basseyy (Hospitality Sales Executive)

I Y O R E O G B U I G W E

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UPDATED 2017 EDITION

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WARNING

Don't read this diligently by answering the questions and filling the dotted lines if you don't think you're an entrepreneur or into sales; because you just might quit your job and go into sales full time.

CONTENT

THE 14 LAWS

ABOUT THE AUTHOR



LAW #1

**The Law
Of
Possibility**

This law states that, if you're relentless to win, life will make a way for you.

For your prospecting to be effective, it is imperative that you have a goal and you're absolutely relentless to meeting that goal. What's the sales goal for your product, in terms of units to be sold and income to be generated? Decide what the goal is then go for it.

You must believe in yourself and in your abilities to perform. You must believe you have the ability to get any goal you set (because you can!!). You must make a commitment to do all it takes to win, giving no room for excuses. Excuses are simply good reasons for poor results. Unless this audacity to win is settled within you then your prospecting journey won't be sweet.

Now, write your sales goals in present tense, this will be fuel for your prospecting activities e.g. This is 15th November, 2017 and I have sold 10 software programs worth \$500,000.

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How will you know when the goals have actualized? Get your 5 senses involved, your sense of sight, hearing, touch, smell and taste e.g. I can see the alert on my phone, I can hear my family rejoicing, I can feel my spouse hugging me, I can smell their perfume and I can taste the wine of the celebration

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LAW#2

The Law Of Purpose

This law states that, understanding that your product can change the world is the key to unlimited sales.

We all want to be a part of something that's bigger than us, something that makes us feel we are impacting the lives of others; making the world better than we met it. Your product has the capacity to achieve this great feat. This is because products don't have a life of their own, we are the ones who give our products substance, value, relevance and of course the opportunity for impact.

Let me give you an example of what I mean by impact.

You sell real estate and you sold a property to a man. In a few years the value of the property appreciated by 100%, this gave the man an opportunity to sell it and reinvest the money. Hence, wealth came into his family. The man handed it over to his son and the cycle of wealth continued, creating a generation of wealth all through their lineage; with this money they were able to do a lot of good things for themselves and for a lot of other people e.g. opened an orphanage to help homeless children.

This all started by selling to one man and because of that you made the world a better place.

In what ways can your product change the world by helping people solve real life problems? List only 3

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LAW #3

The Law Of The Product

This law states that, no product, no sale.

No product, no sale. So the first thing you must have is a good knowledge of your product. If you're new to selling you may not need a deep knowledge but a basic knowledge will be fine. The deeper your product knowledge, the more persuasive you can become. The minimum you should know are the primary features of your product which refer to the minimum characteristics it should have.

For example if it's a phone it can be features like ability to call, SMS and take pictures. However the secondary features are the extra features that may not be present in other phones. In the same way, identify the benefits too because clients buy benefits not features. Features create interest, benefits arouse desire then showing them how the benefits apply to solving their problem causes them to take action. The benefits can also be grouped into immediate benefits and future benefits.

Knowing these will give you a sense of confidence that emanates from competence
so you will make more sales.

List 5 primary features of your product

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List 5 secondary features of your product

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List the corresponding benefits, (both immediate and future benefits) of the secondary features

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Give 2 scenarios from any of the benefits of how it can solve problems for a prospect.

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LAW #4

**The Law
Of The
Niche**

This law states that, you were not sent to everyone, so don't try to get everyone's attention.

When prospecting, you need to identify who you've been sent to. I use the word 'sent' because there must be an element of purpose in what you do. I explained this previously in the law of purpose. Identify your niche market by developing an avatar of who your ideal client is. Answer these questions as a guide, you can add more or even substitute some questions. Just make sure at the end in your mind you get a picture of your ideal client;

a) Who needs my product urgently?

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b) What's their gender? Male/female

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c) What's their marital status? If married do they have kids?

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d) What part of town do they live?

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e) What matters to them most? Price, quality, prestige, etc.?

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f) How much do they earn?

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g) Where do they spend their leisure time?

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h) Are they salaried or business owners? What industry are they in?

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These questions when answered in detail will activate a part of your brain called the Reticular Activating System which will help your brain focus on where your ideal clients are by eliminating in your mind those who are not in your niche or target market. With this you will be able to identify opportunities more causing you to take action faster and easier. Remember, there is room for always expanding your niche market but this is only effective to the extent to which you've sold to your current niche market.



LAW #5

The Law Of Rejection

This law states that, being comfortable with rejection is the beginning of success in selling.

The selling business is a business of rejection. Rejection is part of the package. If you sell long enough you will develop a thick skin overtime to withstand the fear of rejection. However, from now you can handle rejection by realizing that it is your advantage. Everyday expect sales rejections because your opportunities are there if you look for them (if you seek you shall find); opportunities to grow, opportunities to identify your conversion rate- which refers to the percentage of people that buy from you compared to those you speak to.

Knowing your conversion rate helps make your sales process a formula, thereby making it a plug and play process for increased results. What I mean is this, if for every 10 people I speak to, 2 people buy then my conversion rate is 20%, hence if I want 4 people to buy I will speak to 20 people so it is now a formula. However, as you become more skilled at selling through consistent practice, buying then listening to audio programs often, attending seminars and reading books like this, your percentages will go higher.

Now, think through these questions carefully and ensure your answers are in the affirmative;

What does a sales rejection mean to you?

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What could be your advantage or opportunity in a sales rejection?

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What do you commit to doing to improve your ability to sell?

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If you've been selling before now, what has been your conversion rate?

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LAW#6

The Law Of Research

This law states that, you must understand your prospect so you can understand where your product can be of value to the prospect.

Research about your prospect especially if you're not selling mass market products or if you're selling a large quantity to a single client. This applies especially when you have very few people in your niche market. For example if you sell to only banks and there are maybe 20 banks in the county where you live, you will need to study each bank carefully so you can maximize every opportunity you have with them.

Study the vocabulary of the industry you may be prospecting to penetrate. This will create a feeling of rapport as you use sophisticated vocabulary when prospecting to get an appointment. Also, check to be sure the person you're prospecting is in your selected niche market and can afford to pay for your product (sometimes you may not be able to determine if they can afford to pay until you have a conversation so this is optional at this stage)

What 3 things are you going to do this week to research your prospect?

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LAW #7

**The Law
Of The
First
Statement**

This law states that, in a busy world, your first statement must grab the prospect's attention then elicit the response, "tell me more."

Your first statement should be a summary of the value you offer. When I meet clients I used to say, "Hello my name is Lyore and I train businesses on how to sell when no one wants to buy so they can make more money." This should elicit a response, "tell me more."

Finding your value statement- which is your attention grabbing statement- is gotten by identifying the end result of the value you give then walking backwards to craft the value process. For example what is the end result of people buying your furniture, comfort? With comfort comes what? Happiness. So the end result is happiness. Now walk backwards as I mentioned earlier by identifying the value process used to produce this happiness. For furniture it could be bespoke furniture or ready made furniture then having identified the value process, choose your niche market. For example your niche market could be salaried individuals.

With all these your value statement will then be, "I help salaried individuals through bespoke furnitures achieve happiness." Your first statement could also be a question, for example, "a lot of clients have called me lately to thank me for making their lives easier, would you want to know why?" The prospect can then say, "okay, tell me why." Then you begin selling from there.

Now craft your attention grabbing statement; It could be a question too.

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*The strength of your attention grabbing statement is not in its complexity but in the response it provokes from the prospect.



LAW #8

The Law Of Existing Clients

This law states that, prospects associate the quality of your product to the quality of existing clients you serve.

At one of my sales seminars a participant complained that he hadn't been able to get high paying clients to buy his product. I then asked him a question, "how many high paying clients do you currently do business with?" He replied, "none." That was his problem. I'm sure you're wondering, "how do you expect him to get high paying clients?" The answer is, do some jobs for free and let it be known that you do business with those clients.

No one cares if they paid you or not all they know is you do business with them. So using the furniture value statement mentioned earlier you can say, "I help salaried individuals through bespoke furnitures achieve happiness. I have done this for staff of Google, Oracle and Standard Chartered Bank."

Write down your current existing clients you can use to strengthen your attention grabbing statement. If you don't have any, write down at least 5 potential clients you'll like to do business with, then come up with a plan to do so.

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LAW #9

The Law Of The Testimonial

This law states that, what other clients say about your product will greatly influence the prospect's expectation of your product.

Become eager to get as many testimonials as you can. Get testimonials in all formats including written, video and audio. Sometimes you may have to write testimonial letters yourself with the client's permission (if they're too busy) so they can just sign. If you're new to selling, test the market with your product, get feedback and testimonials based on the results people got from your product.

So again, using the furniture value statement mentioned earlier you can say, "I help salaried individuals through bespoke furnitures achieve happiness. I have done this for staff of Google, Oracle and Standard Chartered Bank. Here is what some of them have to say....." In some cases you can close the sale after this statement by asking, "would you like this to be your experience too?"

Right now think and write 3 ways you're going to get testimonials (written,
video or audio)

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*for video or audio testimonials you can simply use your phone to record the
testimonials



LAW #10

The Law Of Presence

This law states that, it is easier to get rid of a phone call than it is to get rid of a human body.

When using the telephone, remember it is not to close a sale especially if you don't receive payments or deliver your product to prospects over the telephone.

Rather, the aim of the telephone is to book an appointment. This is why you shouldn't yield to pressure from prospects that try to press you into telling them about your product over the phone. A lot of times they do that because they are looking for a reason to disqualify you. Rather, stand your ground asking for just few minutes of their time to show them what you have to offer. Great prospects are busy, poor prospects have all the time to give you, so the greater the resistance in getting the appointment, the happier you should be.

Here is a sample phone conversation to book an appointment on the telephone:

YOU: "Good afternoon Mr Prospect, my name is....(introduce yourself applying the law of the first statement here).....how can I meet with you for 3 minutes, there is something I would like to show you? (when you meet the prospect you can show them your brochures, product, testimonial letters, videos or just get a sheet of paper and describe in financial terms what they stand to benefit especially if you sell intangible products like services)

MR PROSPECT: "What is it?"

YOU: "I wish I could say it over the phone but it's really important I show you, I promise I won't use more than 3 minutes of your time because I know you're really busy"

Now draft a phone call template you're going to use for prospecting

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*The reason you want to meet with the prospect is because the moment you're face to face with a prospect and you're well dressed, confident in yourself then in your product, you become far more persuasive and difficult to resist. Unlike a phone call where all the prospect has to do is turn it off.



LAW #11

The Law Of First Impression

This law states that, the aim of a first impression is to cause a mental interruption.

Do you sell online, offline or both. The first impression you create to a prospect will go a long way to determining if they will do business with you or not.

If you sell offline ensure your personal appearance in terms of your clothing and hygiene are apt. Check to make sure your business appearance in terms of your business cards, brochures and other marketing collateral are neat.

If you sell online ensure your pictures are clear, fonts easy to read and colours used intentionally. Just make sure it's memorable for the prospect so you can cause a mental interruption.

What are the key parts of your business you're going to perfect in order to
cause a mental interruption for the prospect

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LAW #12

The Law Of Qualifying

This law states that, it's no use heading in the right direction with the wrong prospect.

Have you spoken to a prospect before, given an effective presentation only to find out that the person had no money or couldn't make a buying decision because they needed to get an approval or maybe discuss with their spouse first?

You can avoid this by qualifying the prospect early in the sales process. You qualify simply by asking questions. For example, "If you saw what you wanted are you in a position to make a buying decision now? Would you need to discuss this with any one before you make a purchase?"

Questions like this help you save time in selling by clearly identifying who can pay for your product or service, then who the real decision makers are.

Who are the decision makers in the industry you operate in? (For example depending on what your product is the decision makers could be CEOs, husbands, wives, children e.t.c.)

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List 3 effective ways you can get to these buyers or decision makers

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LAW #13

The Law Of Routine

This law states that, if you consistently seek prospects daily, the time comes when prospects will start seeking you.

Life is in phases, this is why success can be measured at different phases of life. When you begin the early phase of selling you will have to hunt for prospects daily. This must be a routine for you, probably even at a fixed time and duration daily just to ensure you're consistent.

You start from;

- I) The people you know: As simple as the contacts on your phone, social media, school, church or any where you contact people.

- II) The people who you know know: This is where you need to 'ASK' (please ask! Ask! Ask! Don't think they will refer you just because they like you; ask and you shall receive) for those you know to refer you to those they know.

III) The people you don't know: This is the third phase where you graduate to cold calling on people you don't know.

Keep a notebook of potential prospects for the month then start calling them daily to get appointments. Constantly plan and seek for your prospects in a methodical way (within your niche market) e.g. Across industries, profession, age groups or location. Your aim is to satisfy all your prospects with excellent service and product delivery then they will start to give you leads and referrals such that prospects will start looking for you. This is the most rewarding phase of professional selling.

How long do you commit to prospecting daily?

What time are you going to prospect daily? (be specific).....

What plans do you have to put aside money for this? (This is if you need to buy data or recharge your phone).....

Now, draft your prospect list for the month, start with 5 people to contact tomorrow

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LAW #14

**The Law
Of
Tracking**

This law states that, not every prospect will buy immediately, but that doesn't mean they don't want your product. They just want to be persuaded a little more.

80% of sales are lost due to poor follow up. This should be addressed with the use of effective tracking records and methods. This will ensure your subsequent conversations with a prospect are continuations from previous discussions and not you repeating the same questions to the prospect. Also, it will help you ensure every unfinished engagement with a prospect will end with a permission from you to contact them at a later place and time.

List the tracking tools you have to help you follow up on your prospects effectively
(it could be your phone calendar, a note pad where you record updates from your
conversations, a log book e.t.c.)

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"Congratulations,
you've learnt the
14 Unbreakable
Laws Of
Successful Sales
Prospecting.
Now it's time to
take
ACTION!"



Would you want;

To seek clarification or ask questions based on what you learned in this eBook?

Me to coach you or train your sales team in achieving their sales goals this year?

To attend any of our sales seminars or get any of our digital programs?

Contact me at
www.iyoreogbuigwe.com

**YOU CAN DO THAT
NOW!**

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ABOUT THE AUTHOR

Iyore Ogbuigwe is a highly sought after sales trainer for local, international and multinational corporations. Iyore is co-leading the team that's training a 14,000 plus sales force across the six regions of Nigeria for a multi million dollar corporation and Nigeria's number one online retailer - JUMIA.

Iyore Ogbuigwe is also the managing partner at Katalyst Consulting, a training and management consulting company dedicated to helping individuals and organizations maximize their potential. They have a growing list of clientele, some of which include JUMIA, GTBank, Access Bank, Stanbic IBTC Bank, Union Bank, SHELL, NNPC, MTN and the Nigerian Government.

Iyore Ogbuigwe has a wealth management background from the prestigious multinational- Standard Chartered Bank where he successfully doubled a portfolio of \$3.5 million to over \$7 million in only eleven months. His sales seminars tagged 'How To Sell When No One Wants To Buy' which hold in Nigeria and in the United States of America have produced staggering results in the lives and businesses of the participants.

Iyore is a weekly columnist in the Guardian Newspaper on sales strategies and has been featured on 92.3 inspiration FM.

Here is a testimonial from one of his sales seminar participants;

"I've been studying the top entrepreneurs in America for a year in preparation for the book I'm writing. I've been thinking of how to get an interview with at least one of the top billionaires in America. Based on what Iyore said during the seminar about the mindset of selling, I now know exactly what to do; I will be giving Michael Dell (Founder of DELL computers) a call to have a meeting with him."- Tim (HOUSTON, TX, USA)